



2024 Conference

Inspire | Challenge | Network

24 – 27 June 2024, London

Leonardo Royal London
10 Godliman St, London EC4V 5AJ



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Monday 24 June

Committee meetings

12.45 – 17.00 Room: Churchill

AI Workshop

Speaker: Dr Andrée Bates

Convenors: Stephen Potts, Purdie Pascoe and Elizabeth Kehler, Adelphi Research

12.45 – 17.00 Room: Pepys

Forecasting for Non-Forecasters – Challenge & Defend your Forecast, Create Value

Speakers: Erik Holzinger and Alan Swindells, groupH

Tuesday 25 June

Morning – Committee meetings

13.30 – 14.40 Room: Wren

Join us at the AGM - for member companies only – to hear about an update on the Associations strategy and future plans.

14.45 – 15.30 Room: Lobby



Coffee and Agency Fair

Catch up with Colleagues and take time to chat with Exhibitors in the Agency Fair

15.35 – 15.50 Room: Wren

Conference Opening

Karsten Trautmann, EPHMRA President

15.55 – 16.40 Room: Wren

The Future of Healthcare MR – follow on from 2023

Panel discussion

Convenor: Amr Khalil, Ripple International

16.45 – 17.20**Room: Wren****PARALLEL SESSION**

Patient social media influencers: the future of healthcare. Why the industry needs influencer engagement strategies

Speaker: Paul Reed, Research Partnership
Convenor: Xierong Liu, Ipsos

16.45 – 17.40**Room: Milton****PARALLEL SESSION**

Organising the Forecasting Process in Large Organisations - A Panel Discussion

Panel Participants: Daniel Perret - GSK, Nich Guthrie - Boehringer Ingelheim, Vijay Pillai - Bayer, Simon Wright - BMS, Arijit Mukhopadhyay - Merck Healthcare
Convenor: Erik Holzinger - groupH Limited

17.25 – 18.00**Room: Wren****PLENARY**

The role of Digital Opinion Leaders within Omnichannel

Speakers: Daniel Ghinn, CREATION.co and Dr Kevin Fernando
Convenor: Xierong Liu, Ipsos

Join us on Tuesday 25 June from 18.00hrs – 19.30 to network and mix with colleagues.

Venue: Leonardo St Paul's Hotel.

The welcome drinks are included in your delegate fee.

**18.00 – 19.30**

Welcome Drinks and Agency Fair in Lobby

Wednesday 26 June

08.50 – 09.00**Room: Wren**

What's in Store today

09.05 – 09.40**Room: Wren****PLENARY**

High-Power Patient Involvement: Using Choice Modelling to Inform Forecasting / Uptake

Speaker: Ludwig von Butler, SurveyEngine
Convenor: Simon Fitall, Tudor Health

09.45 – 10.20 Room: Wren**PLENARY****“Nice...but just do not mess with my patients!”**

Speaker: Diego Casaravilla, Fine Research

Convenor: Tracy Machado, Elma Research

10.25 – 11.10 Room: Lobby**Coffee and Agency Fair**

Catch up with Colleagues and take time to chat with Exhibitors in the Agency Fair

11.15 – 12 noon Room: Wren**PARALLEL SESSION****DLBCL and me: a market researcher's personal ethnographic journey**

Speaker: Anthony Rowbottom, Boxee Group

Convenor: Tracy Machado, Elma Research

11.15 – 12 noon Room: Milton**PARALLEL SESSION****Story telling**

Speakers: Chris Heaney and Beth Hayward, Connecting Truths

Convenor: Amr Khalil, Ripple International

12 noon – 13.20 Room: Lobby**Lunch and Agency Fair**

Catch up with Colleagues and take time to chat with Exhibitors in the Agency Fair

13.20 – 13.55 Room: Wren**PARALLEL SESSION****Closing the gap between segmentation and real life: how AI can help to identify levers for and develop more targeted approaches**

Speakers: Masha Eletskaia, Humanity and Damian Eade, Humanity

Convenor: Roy Rogers, Research Partnership

13.20 – 13.55 Room: Milton**PARALLEL SESSION****Improving Messaging Resonance With AI Emotion Recognition**

Speaker: Sidi Lemine, Jade Kite

Convenor: Georgina Cooper, Basis Health

14.00 – 14.35 **Room: Wren**
PARALLEL SESSION
Segmentation in the time of Omnichannel

Speaker: Peter Elston, Roche
 Convenor: Sarah Phillips, IQVIA

14.40 – 15.25 **Room: Wren**
PARALLEL SESSION
Applying a 'human' approach to strategy development

Speakers: Hannah Potter, STRAT7 Incite and Lucy Mitchell, Jazz Pharma
 Convenor: Geoff Birkett

14.00 – 14.35 **Room: Milton**
PARALLEL SESSION
Using AI to reframe the menopause narrative

Speakers: Georgina Cooper and An-hwa Lee, Basis Health
 Convenor: Seb Newton, Purdie Pascoe

14.40 – 15.15 **Room: Milton**
PARALLEL SESSION
Patient Engagement. From Insights to Action. A Paradigm Shift - from the delivery of insights to activation and support

Speakers: Barbara Lang, Point Blank Research and Julia Peschny, GSK
 Convenor: Kristina DiPietrantonio, The Planning Shop

15.20 – 16.00 **Room: Lobby**

Coffee and Agency Fair

Catch up with Colleagues and take time to chat with Exhibitors in the Agency Fair

16.00 – 16.35 **Room: Wren**
PARALLEL SESSION
Optimising omnichannel customer engagement with AI-powered analytics, data integration and LEGO®

Speaker: Xierong Liu, Ipsos
 Convenor: Roy Rogers, Research Partnership

16.00 – 16.45 **Room: Milton**
PARALLEL SESSION
How Agencies and Pharma clients can collaborate to make sure that research and insight is seen as an investment, rather than a cost

Speakers: Paul Griffiths, Client Advocates & Paul Warner, CSL Vifor
 Convenor: Stephen Potts, Purdie Pascoe

16.40 – 17.15 **Room: Wren**
PLENARY
Breaking down barriers: How market research can help to address disparities in HIV prevention

Speakers: Tom Winter, Research Partnership and Bismay Mishra, Gilead Sciences

Convenor: Xierong Liu, Ipsos

17.20 – 17.55 **Room: Wren**
PLENARY
Shining a Light on the Inequality of Cancer Outcomes

Speakers: John Grime, Prescient Healthcare Group and Lara Lucchese, BMS

Convenor: Tracy Machado, Elma Research

Our Conference Dinner will take place from 18.30 on Wednesday 26 June.

Venue: Goldsmiths' Hall, The Goldsmiths' Company, 13 Foster Lane, London, EC2V6BN

The Conference Dinner is included in your delegate fee.


Thursday 27 June
08.50 – 09.05 **Room: Wren**
What's in Store today
09.10 – 09.45 **Room: Wren**
PARALLEL SESSION
From Noise to Nuggets: Leveraging Social Media for deeper insights

Speakers: Esme Barrow-Williams and Millie Morgan, HRW

Convenor: Amr Khalil, Ripple International

09.10 – 09.45 **Room: Milton**
PARALLEL SESSION
Utilising in the moment Clickscape data for symptom tracking; a Fibromyalgia patient case study

Speaker: Richard Heath, Blue Yonder Research

Convenor: Letizia Leprini, Roche

09.50 – 10.25 **Room: Wren**
PARALLEL SESSION
Optimizing launch readiness by embedding the COM-B behavioural science framework: From theory to practice

Speakers: Weike Xia, SKIM and Nassima Trad, BMS

Convenor: Sarah Phillips, IQVIA

09.50 – 10.25 **Room: Milton**
PARALLEL SESSION
From stories to solutions: using patient insights to accelerate improvements to the lupus patient pathway

Speakers: Gregg Quy, Elma Research and Mohamed Akrou, Roche

Convenor: Amr Khalil, Ripple International

10.25 – 11.05 **Room: Lobby**

Coffee and Agency Fair

Catch up with Colleagues and take time to chat with Exhibitors in the Agency Fair

11.10 – 11.45 **Room: Wren**
PARALLEL SESSION
Are Life Sciences in an AI Echo Chamber?

Speakers: Hans Muller Paul and Mark Sales, Oracle

Convenor: Kristina DiPietrantonio, The Planning Shop

11.10 – 12 noon **Room: Milton**
PARALLEL SESSION
Analogues in Forecasting – Bread & Butter or Marmite? A Panel Discussion

Panel Participants: Manuel Guzman, APLUSA, Erik Holzinger, groupH and Arijit Mukhopadhyay, Merck Healthcare

Convenor: Simon Fitall, Tudor Health

11.50 – 12.35 **Room: Wren**
The Hidden cost of Yes – How and when a well placed no can be more positive than an automatic yes

Speaker: James Pickles, Certified Performance Coach

Convenor: Sarah Phillips, IQVIA

12.40 – 14.00 **Room: Lobby**

Lunch and Agency Fair

Catch up with Colleagues and take time to chat with Exhibitors in the Agency Fair

14.00 – 14.35 **Room: Wren**
PARALLEL SESSION
Making it personal – Understanding doctors as people to fuel insights-driven omnichannel strategy and personalised engagement

Speakers: Elena Brutto and Tasleem Rehmatullah, The Nursery Research & Planning

Convenor: Kristina DiPietrantonio, The Planning Shop

14.00 – 14.45 **Room: Milton**
PARALLEL SESSION
From X to Z! Exploring differences in attitudes and behaviours between doctors from different generations

Convenors: Stephen Potts, Purdie Pascoe and YP Convenor Rebecca White, suAzio (2023 Conference Grant Winner)

14.40 – 15.15 **Room: Wren**
PLENARY
Picture Perfect Insights: Putting the true value of harnessing AI predictive visual analytics under the microscope

Speakers: Mike Pepp, Beyond Blue Insight and Sukriti Chaudhary, Boehringer-Ingelheim
Convenor: Letizia Leprini, Roche

15.20 – 16.00 **Room: Lobby**

Coffee and Agency Fair

Catch up with Colleagues and take time to chat with Exhibitors in the Agency Fair

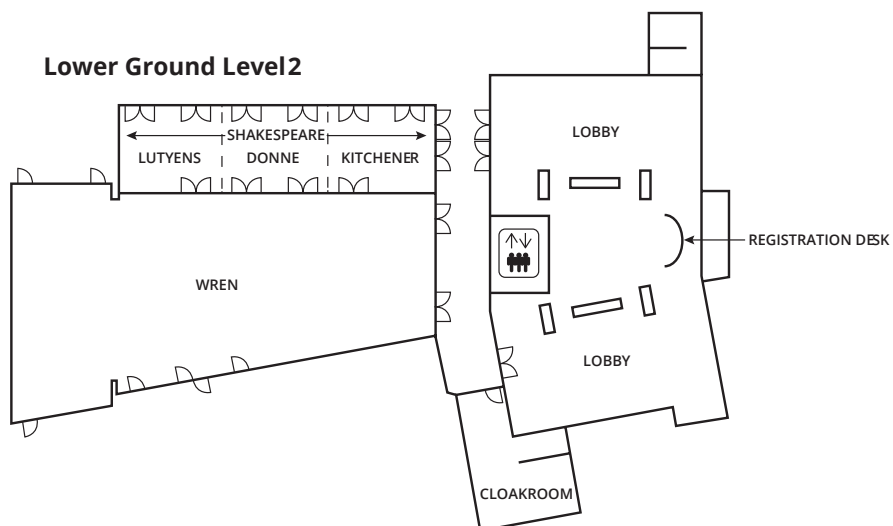
16.05 – 16.40 **Room: Wren**
PLENARY
Patient engagement in early product development for AML; bringing patient insights to the heart of early clinical strategy

Speakers: Ben Walker, Adelphi Research and Alexey Salamakha, Novartis
Convenor: Roy Rogers, Research Partnership

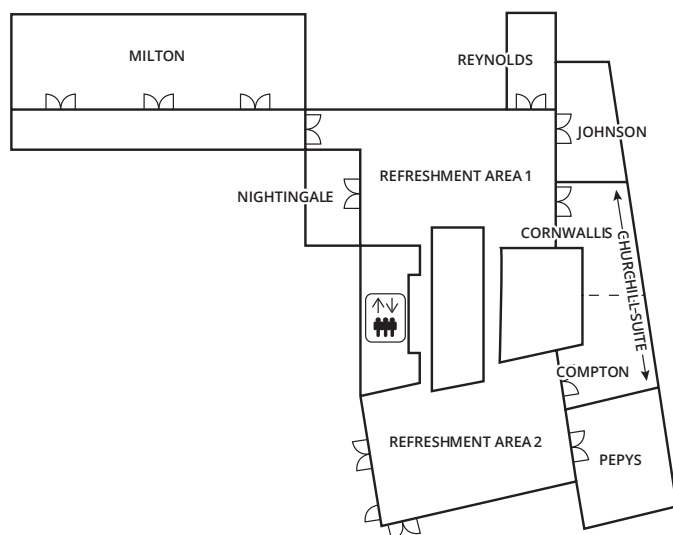
16.40 **Room: Wren**
Conference Closing

Karsten Trautmann, EPHMRA President

Leonardo Royal London Conference Meeting Rooms



Lower Ground Level1



2024 Conference Steering Committee

Our Steering Committee comprises of the following people from Agencies and Industry side and EPHMRA wishes to thank all of them for all their hard work in advance and during the conference.



AMR KHALIL
Managing Director
Ripple International



ERIK HOLZINGER
Founder & Director
groupH



GEORGINA COOPER
Managing Partner
Basis Health



LETIZIA LEPRINI
Global Competitive
Strategy Lead
Roche



ROY ROGERS
Director
Research Partnership



SARAH PHILLIPS
Vice President
IQVIA



STEPHEN POTTS
Director
Purdie Pascoe



TRACY MACHADO
Senior Director
Elma Research



XIERONG LIU
Senior Director
Ipsos



**KRISTINA
DIPIETRANTONIO**
Executive Vice President
The Planning Shop

Delegate Dinner

Delegates do join us for Dinner on Wednesday 26 June at The Goldsmith's Company

The Goldsmiths' Company is a membership organisation that has contributed to national life for 700 years.

We train and support jewellers and silversmiths and allied trades, protect consumers by testing and hallmarking precious metals and work with charitable, educational and cultural partners to help improve life chances.

The Company Established

In 1300 King Edward I passed a statute requiring gold and silver to be of a defined standard and requiring 'les Gardeins du Mester' (Guardians of the Craft) to test it and mark it with the leopard's head. This was supposedly taken from the royal arms and later known as the King's mark. This is the first legal recognition of the Company, and the beginning of hallmarking in Britain.

In 1327 the Company received its first royal charter, giving it the right to enforce good authority, the standards within the trade and emphasising its standing over provincial goldsmiths. This marked the beginning of the Company's formal existence as a craft guild, with St. Dunstan as its patron saint.

