

Market Research for Pharma Product Managers

How to gain insight for better marketing decisions

By:

Sarah Mertens & Rudi Van Campenhout



Learn directly from market research executives!

- Sarah Mertens is Customer Insight Director at the Global Commercial Organisation of AstraZeneca. She has gained experience in the domain of market research and business analytics in the pharmaceutical industry for over a decade.
- Rudi van Campenhout is Assoc Director, Global Operations – Marketing Excellence at UCB’s Headquarters. He has a long track record of more than 20 years experience in the pharmaceutical industry, where he held various functions in sales, marketing and market research.

By attending this course, you will:

1. Finally know all you need to know about market research as a pharma product manager: **when** to use market research, **what** type of market research in the product’s life cycle phase, and foremost: **how** to implement it correctly!
2. Learn to **gain new insights from existing data** (i.e. sales, prescription and promotional data) with simple but powerful techniques.
3. Be able to **identify the information gaps** for which you need to call in a market research agency.
4. **Know which market research techniques suit your needs**, also considering your budget constraints.
5. Be able to define what is the most appropriate **sample composition and size**.
6. Learn **how to select an agency** that can deliver the missing information you need.
7. Be able to **effectively communicate your findings so as to gain support from upper management** for the initiatives you believe will impact on your brand’s success.

What sets this course apart?

The experts: Our faculty for this course is quite unique in that the two expert-trainers are market research professionals within pharma companies. Together they have over 20 years of experience in various aspects of market research, gaining customer insight and market understanding in the pharmaceutical industry. They crystallized their expertise in their book: *Guide for Market Research - On the road to better strategic decisions* (in Dutch).

The content: This course closes the gap between theoretical principles of market research and the practice of setting-up or conducting your own market research in the pharma industry. The focus of the course is on the practical milestones and answers questions like:

- Why do customers not make a distinction between my brand and the competitor's brand?
- Why did I not get the answers on my questions after having done market research in the past?
- Why do I have the impression that the market research agency does not understand my problem?
- Why is nobody in the company acting upon the results of the market research study?
- How can I turn all my findings into meaningful insights and actionable recommendations?

Who should attend?

This course is primarily intended for pharma brand managers keen to acquire or improve their market research and customer insight capabilities.

By extension however, the course appeals to every manager (be it a project manager, a business development manager etc.) who has identified a business problem (brand, company or customer related), and wants to explore the nature of this problem and how the situation can be changed.

Course agenda

The course starts on the first day at 9:30 with a welcome coffee and ends on the second day at 16:30.

Day 1

- **Welcome & General Introduction**
 - Defining the business challenges for which pharma product managers need market research: brand performance issues, positioning issues, physician perception issues, detail aid testing, gaining stakeholder insights, assessing the impact of marketing actions
- **Gaining Customer Insight from Existing Data and Identifying the Gaps**
 - Data mining, exploring your existing data, and going beyond the data richness in the pharmaceutical industry: sales data (value, units, standard units), promotional data, prescription data, ExFac data etc.
 - How market research can bring answers to remaining / open questions.
- **Choosing the Appropriate Type of Market Research**
 - Ask the right questions to define the scope and nature of your planned market research.
 - How to use market research in different phases of your product's life cycle - are you in a launch period, a prelaunch period, or do you already face generic competition?
 - From qualitative to quantitative market research and vice versa.

To register, complete the online registration form at www.celforpharma.com

- Exercise: Define the appropriate type of market research in your product life cycle.

- **Getting the Right Sample**

- Whom to interview? From physicians to patients, from payers to internal staff.
- Defining the right sample size - how many physicians, patients and other stakeholders to interview?
- The issue of small physician target groups (e.g. rheumatologists, oncologists, ...).
- The challenge of the non-responders.

- **The 3 Steps in Selecting a Market Research Agency**

- The screening process: a global agency or an agency specialized in pharma?
- Briefing the agencies.
- Selecting agencies which best fit your research needs.
- Exercise: Prepare a briefing and select accordingly the research agencies which best fit.

GROUP DINNER

Day 2

- **Choosing the Best Market Research Proposal**

- Exercise: Evaluation of agency proposals
 - Guidelines and common pitfalls
 - Learn how to challenge proposed ways of interviewing physicians
 - Methodologies claimed specific to specialized agencies etc.

- **Building the Questionnaire**

- What you do not ask will not be answered!
- The difference between good and bad questions: how leading questions will distort your insights – practical examples.
- The right balance between closed and open ended questions.
- The power of insightful questions - how do they look like?
- The 'million dollar' questions: some simple questions, analysed in a slightly different way, could bring more insight than a whole series of questions.
- Tips and tricks to avoid 'response fatigue'.
- The logical flow of the questionnaire.
- Before starting your field work, the acid test: piloting on some physicians, patients.

- **Going Into the Field**

- Intermediate follow up of the fieldwork.
- Post fieldwork: building the *story line*.

- **Making an Impactful Presentation**

- Are the answers appropriate and in line with the briefing?
- Deciding who will present the results and preparing the audience.
- Guidance and examples of presentations - How to make the "perfect" slide?
- From a market research summary to relevant conclusions.
- Make sure concrete recommendations are formulated.
- From recommendations to actions which are business related. Before starting your field work, the acid test: piloting on some physicians, patients.

- **Follow-up and Feedback From Stakeholders**

- From ad-hoc market research projects to regular measurements.
- How to integrate market research KPI's into your organisation.

- **Plenary Debrief**

- **Final Discussion and Close**

Learning methodology

In this course, interactive lectures alternate with group exercises during which you will be able to apply the concepts and tools.

All exercises are derived from market research cases that the speakers have lived through in their personal careers with pharmaceutical companies, and on the basis of which they have written their book *Guide for Market Research - On the road to better strategic decisions*.

Meet the experts: Sarah Mertens and Rudi Van Campenhout

Sarah Mertens is Customer Insight Director at the Global Commercial Organisation of AstraZeneca. She has gained experience in the domain of market research and business analytics in the pharmaceutical industry for over a decade. Sarah started her career in business analytics at Pfizer. Subsequently, with Merck Sharp & Dohme, she was responsible for the market research of major brands and additionally developed a series of customer insight research beyond brands.

Because practitioners are often confronted with the huge gap between market research theory and the practical aspects of it, the idea arose to write a guide. Hence a “*Guide for Market Research*”, co-authored by former colleague Rudi Van Campenhout, was written in 2008. With a solid background in the theoretical foundations of market research, Sarah is most interested in the pragmatic approach of doing market research, with the main focus on the applicability of research results.

Sarah has a degree of commercial engineering and a master degree in statistics.

Rudi van Campenhout is Assoc Director, Global Operations – Marketing Excellence at UCB’s Headquarters. He has a long track record of more than 20 years experience in the pharmaceutical industry, where he held various functions in sales, marketing and market research.

After a start in sales and sales management, he moved into marketing as a brand manager for major cardiovascular drugs. His prime interest for data and market insights brought him inevitably to market research. At Merck Sharp & Dohme Belgium, he headed the department for 7 years and was responsible for the market research for all products in all its aspects: set-up, implementation and providing management recommendations.

His current position at UCB Headquarter adds an international dimension to his expertise, which combines a broad strategic vision and a practical hands-on background.

Together with Sarah Mertens, he published “*Guide for Market Research*” (2008).

Rudi has a degree in Roman Philology, was trained as a neurolinguist (speech therapist) and completed his education with a degree in Management.

Date

8-9 June 2010, Brussels

Venue & Accommodation

This course takes place at the Sheraton Airport Hotel & Conference Center which is situated in front of the Brussels National Airport, literally at 2 minutes walking distance from the arrival hall.

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We have secured preferential room rates at this four star hotel for our delegates. Registering three weeks or more prior to the course will secure your room at a preferential rate. Upon your registration, you will receive from C.E.L.forpharma a Hotel Accommodation Sheet for you to complete and send back. Do not hesitate to contact Marie Stricklesse, Programme Coordinator, if you need assistance in this matter (marie.stricklesse@celforpharma.com; tel +32(0)27092241).

Registration fee

	Price*
8-9 June 2010 Course (RES-01) ■ Registration after 23 April 2010	2.750€

*(VAT excl.)