BHBIA

MILLENNIUM
GLOUCESTER · LONDON

BOBI awards
best of business intelligence
....
BOBI Awards Ceremony
Monday 16th May 2022

bhbia 2022

ANNUAL CONFERENCE

**MILLENNIUM GLOUCESTER HOTEL
LONDON KENSINGTON**

16-17 MAY 2022

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#BHBIA2022 and #BOBIawards

DAY 1 – MONDAY 16TH MAY 2022

09.00   Registration and Agency Fair (Tea/Coffee will be served in the Sentosa Suite)
An opportunity to meet agencies from across the business intelligence spectrum, to see how their expertise can help you move forward and meet the current challenges. There will be a chance for delegates visiting the stands to win a prize at the end of the day.

09.30   Introduction and Welcome from the BHBIA Board
Paul O'Nions, BHBIA Chair and Head of Business Operations – Sanofi

09.45   Keynote Speaker
Mark Gallagher
Mark Gallagher has held senior roles in the high performance environment of Formula 1 motor racing during a 30 year career. Today he is an author, broadcaster and industry analyst who continues to work with drivers and teams at the forefront of this global sport. He is also a renowned public speaker and since 1998 has provided compelling keynote presentations and insights to organisations world wide.

10.25   How the COVID Pandemic Led to Better Patient Research!
Steve Lowery, Co-Founder and Director – Red Leaf Research
We always thought the best qualitative patient research involved in-person interactions. COVID took away this option and forced us to think differently. Switching to virtual platforms was initially temporary, but in our experience it can lead to better research insights, providing the opportunity to do more and different things. We will use our experiences and academic research, to make the case for doing more virtual research with patients, even as we emerge from the pandemic.

10.50   Agency Fair (Tea/Coffee will be served in the Sentosa Suite)
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11.30   Uncovering the Hidden Suffering of Long COVID Patients
Dan Gallagher, Director – Day One Strategy and Dave Kaye, CEO – PEEK content
We are all tired of the COVID 19 pandemic, but the reality is that some people may feel its impact for the rest of their lives. This session illuminates the struggles of people with Long COVID. It explains how we used in-the-moment ethnographic methods to gain insights into their experiences, and how to take the next step in patient support and activation.

12.05   Catch 2022: Don't Get Caught Out by Compliance
Matt Beckett, Ethics & Compliance Committee Chair & Managing Director – CSL and Debrah Harding, Managing Director of MRS, President of the Global Research Business Network (GRBN) and Vice-President of the European Research Federation (EFAMRO) – UK Market Research Society
Whether you're company, agency, market research or data analytics based, the BHBIA's Ethics & Compliance Committee hand in hand with the UK MRS want to help you understand:
• What regulatory changes are happening
• What is the new normal for compliance
• How to manage these changes with BHBIA guidance and resources

This update will explain clearly and simply what's going on in Compliance that you need to know about.

12.40   Agency Fair (Lunch will be served in the Sentosa Suite)
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13.40   Workshops – Choose from one of five on page 6

14.40   **Agency Fair (Tea/Coffee will be served in the Sentosa Suite)**

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15.20   **Evolution of the NHS A Focus on Healthcare Delivery Models**

Hannah Osborn, Head of Market Research – Vox.Bio, a Cambridge Healthcare Research Company, Stephen Godwin, Consultant and Tim Straughan, Director – NHS @home

Healthcare systems have never been so strained as in the wake of Covid-19 with backlogs of patients to be diagnosed and treated. Clinical outcomes, costs & healthcare delivery efficiency have been disrupted, causing a shift in focus from how medications and devices are used, to how care is delivered. Vox.Bio will lead a panel discussion about the evolution of the NHS/Healthcare infrastructures to accelerate the patient pathway towards a home and community care based model.

16.00   **Annual General Meeting**

Paul O'Nions, BHBIA Chair and Neil Reynolds, BHBIA Treasurer

The AGM is your chance to influence the key decisions on how the BHBIA is run and input into the initiatives we focus on. This session will explain how BHBIA finances are being managed to maximise funds available to drive our new initiatives forward and will include the results of the elections for the Board members who will take up their new posts immediately after the conference.

16.20   **Keynote Speaker**

Sophie Aziz, Research Manager – Medical Detection Dogs

I am the Research Manager for the charity Medical Detection Dogs, an organisation that trains dogs to identify human disease by odour. I work alongside Dr Claire Guest, Chief Executive and Chief Scientific Officer, we are currently working on a number of pioneering research projects involving canine olfaction, including the training of dogs to detect cancer, blood sugar changes and Covid-19.

16.55   **Agency Fair Prize Draw**

17.00   **End of Day One**

19.15   **Pre-Dinner Drinks Reception sponsored by Toppen Digital Language (UK)**

TOPPAN
TOPPAN DIGITAL LANGUAGE

19.45   **Gala Dinner (Dress code: Black tie)**

21.30   **BOBI Awards Ceremony**

22.30   **Entertainment**

DAY 2 – TUESDAY 17TH MAY 2022

09.00   Registration and Agency Fair (Tea/Coffee will be served in the Sentosa Suite)

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09.15   Introduction and Welcome from the BHBIA Board

Nick Coolican Smith, BHBIA Deputy Chair and Director of CRM – Theramax HQ UK Ltd

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09.30   Keynote Speaker

Professor Adam Taylor, Professor Anatomy – Lancaster University

Assessing the "body knowledge" of the public. What does it mean for education and healthcare?

Professor Taylor has led the world's largest research project into understanding what people know about their anatomy. We are moving through a time where science has been scrutinised and communicated like never before. The anatomical knowledge of people about their anatomy is key to them making informed healthcare choices, many of which have been exacerbated by the current pandemic. Professor Taylor will discuss some of the outcomes of his project and what this might mean in terms of healthcare provision and patient care going forwards.

10.10   Obesity: An Empathy Blind Spot

Lucy Neiland, Anthropologist and Research Director and Ellie Tait, Associate Director – Ipsos and Mark Pritchard, Metabolic Lead UK and Ireland – Johnson & Johnson MedTech

Weight-related stigma has serious repercussions affecting every aspect of a person's life, from the healthcare they receive to the pay they take home. Join us to hear a talk and watch a short film from Ipsos and Johnson & Johnson MedTech. They will discuss the impact and prevalence of weight stigma both in and out of healthcare settings, and what good might look like moving forward.

**10.45   Agency Fair (Tea/Coffee will be served in the Sentosa Suite)**

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11.25   Ostrich-ing in Oncology: Behavioural Science in Cancer Patient Research

Emma Neville, Behavioural Scientist – HRW Healthcare and Shaun Lavender, Commercial Account Manager – MSD

Patient research has a reputation for being 'interesting' rather than 'actionable'. That's often because explicit patient feedback isn't taking full account of what drives behaviour. Applied behavioural science bridges this gap. Spotlighting a case study of patient research in mNSCLC, this paper shows how behavioural science analysis can bring you closer to the emotional, practical and spiritual realities of patients, and showcase how behavioural science can transform the actionability of patient research.
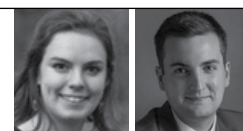
11.45   Addressing Challenges in Orphan Drug Patient Access: The Role of Market Research

Joanna Fernandes, Senior Consultant and Akshay Kumar, Partner – Partners4Access

We will introduce the participants to challenges of driving patient access for orphan therapies. The key premise is that effective payer, provider and patient engagement through effective market research from early clinical stage through to launch and post-launch is critical to capture the insights and co-create solutions with payers.

12.10   Is a Focus on Accuracy Causing us to Lose Critical Insights About the Future?

Lucy Ireland, Partner – Hall and Partners

Understanding and planning for the future is critical in the pharmaceutical industry. There is currently a reliance on tried and tested MR style questions. But recently the area of foresight research has come of age – mainly within the consumer/non-pharma space. What can we learn from this discipline to bring in fresh thinking when it comes to forward-looking research in the pharmaceutical world?

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12.30   **Meet the BOBI Winners**
Congratulate the BOBI winners – and find out more about their winning entries.

12.50   **Agency Fair (Lunch will be served in the Sentosa Suite)**
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13.40   **Workshops – Choose from one of five on page 6**

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15.20   **BHBIA Initiatives**
Lucy Oates, Director – Narrative Health and member of the BHBIA Diversity, Equity & Inclusion working group
Adam Irwin, Managing Director – GKA and BHBIA Fieldwork Forum Chair
Ben Walker – Adelphi and outgoing Rising Stars Connect Group Leader
Wilf Iliffe – 14 Four Analytics and Analytics Connect Group Leader

15.40   **How Leveraging HCP Digital Opinion Leaders Enabled A Charity To Deliver More Than 500,000 Items Of PPE**
Anni Neumann, Associate Director of Health Strategy – CREATION.co and Katz Kiely, Founder – Frontline Live
In this case study you will discover how insights into healthcare professionals (HCPs) real-time needs and an understanding of influential online stakeholders enabled an open sourced decentralised platform to support HCPs with their PPE needs, delivering 500,000+ units of PPE to those who needed it most during the COVID pandemic.
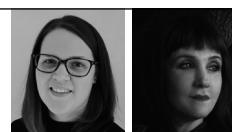
16.00   **True Patient-Centricity in the Digital Age**
Jackie Cuyvers, CEO – Convosphere and Alexandra Fulford, Consultant
There is immeasurable value in being truly patient-centric. In this co-presented presentation, we will be sharing not just how to identify expert patients, but how valuable it can be to work with patients and advocacy groups.
We will discuss the ways anyone can listen to and work with patients to help explore the patient journey in their own words, tell their story, to better help meet the needs of the patient community and advocacy groups.
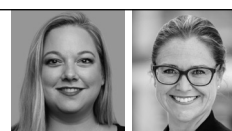
16.20   **For You, For Us and for UK Healthcare Insights: Your Voice Matters**
BHBIA Board Members
An interactive panel discussion with the BHBIA Board of Directors on our progress towards our ambition to become the industry association for thought leadership, professional development and ethical standards for deriving insights within UK healthcare.

16.50   **Conference Awards and Agency Fair Prizes**

17.00   **Conference Close**

WORKSHOP SESSIONS

Workshop 1 – Orchard Suite: Researching in 3D – Making the Most of What's Available
Ian Crouchley, Partner and Marie Harrison, Partner – Consortium

Market researchers often think of a project in terms of its fieldwork: 'focus groups', 'a panel of 50 specialists', 'ten IDIs', etc.

We consider the 'free data' that exists beyond our core methodology. Including some that lie outside the market research discipline and beyond the healthcare arena.

We explore the transferable skills and concepts from a wide range of disciplines that can beneficially be brought to bear on our work.

Workshop 2 – Kensington Suite: NHS: Guess Who?
Vivienne Farr, Managing Director – Narrative Health and Hollie Smith, Insights & Analytics Associate – Takeda UK

In the ever-changing world of the NHS there is a constant game of Guess who. This is an opportunity to uncover a few new(er) faces:
• PCN personnel
• Genomics (GLH and GMSA) stakeholders
• Integrated Care System stakeholders

We will discuss their roles and the implications for pharma and considerations for researching these high-level stakeholders operating in highly individualised environments.

Workshop 3 – Cromwell 4: Speed & Quality; Friend or Foe
Hannah Mann, Founding Partner and Jamie Harrison, Project Director – Day One Strategy

In this paper Day One talk about approaches they have taken to deliver more rapid and agile research. They will share case studies of successful projects that demonstrate what is possible; highlighting where technology can be used to replace old methods and expedite processes. The aim is to showcase how technology can be blended with human intelligence to ultimately help clients make quicker decisions.

Workshop 4 – Cromwell 3: How to Choose the Optimal Machine Learning Model to Predict Treatment Success
Leah Bitchell, Data Scientist and Harry Fisher, Director of Statistical Programming and AI – Human Data Sciences (HDS)

In this interactive session we will discuss the challenges, learnings and outcomes from developing a novel machine learning based predictive analytics tool to predict likelihood of successful treatment outcomes in overactive bladder patients. An effective prediction method such as this allows clinicians to "fast-track" patients to appropriate therapies and improve patient outcomes. We will present our approach to model development that could be applied to a wide range of treatment areas.

Workshop 5 – Cromwell 1 & 2: Mind the gap. Using a New, Agile and Interactive AI Tool – Swarms – To Bridge the Gap Between Qual and Quant Tools to Provide Confident, Powerful Insights
Mike Pepp, Research Director – Blueprint Partnership

How can we reveal the influence of peers and colleagues on decision making in an agile way while retaining confidence?

Blueprint Partnership is partnering with Unanimous.ai to deliver swarms. Swarms are an engaging, interactive and agile approach bringing respondents together to predict future behaviours and outcomes. This cost-effective tool reveals the true influence of peer groups on individual expectations, giving greater confidence in our decisions.

FORTHCOMING EVENTS

9th June
Spotlight on Compliance
Face to Face Workshops

17th June
The Role of the Patient Voice in
Access to Treatments
Webinar

23rd June
'Why Should Anyone Listen to You?'
– Increase your Personal Influence &
Impact, Remotely & in Reality
Virtual Workshop

6th July
Fieldwork Forum
Forum & Connect Group Meeting

27th July
Rising Stars Connect Group
Forum & Connect Group Meeting

8th September
Summer Virtual Event

15-16th September
Getting Started in Healthcare Business
Intelligence
Virtual Workshop

23rd September
Behavioural Science in Quantitative
Research
Webinar

28th September
Pharma Connect Group
Forum & Connect Group Meeting

29th June
BHBIA Entrepreneurship for Healthcare
Business Intelligence Professionals
Face to Face Workshops

6th October
BHBIA Using Data and Analytics/AI to
Optimise HCP Engagement
Virtual Workshop

12th October
BHBIA Analytics Connect Group
Forum & Connect Group Meeting

13th October
BHBIA Guidelines in Action – 2022
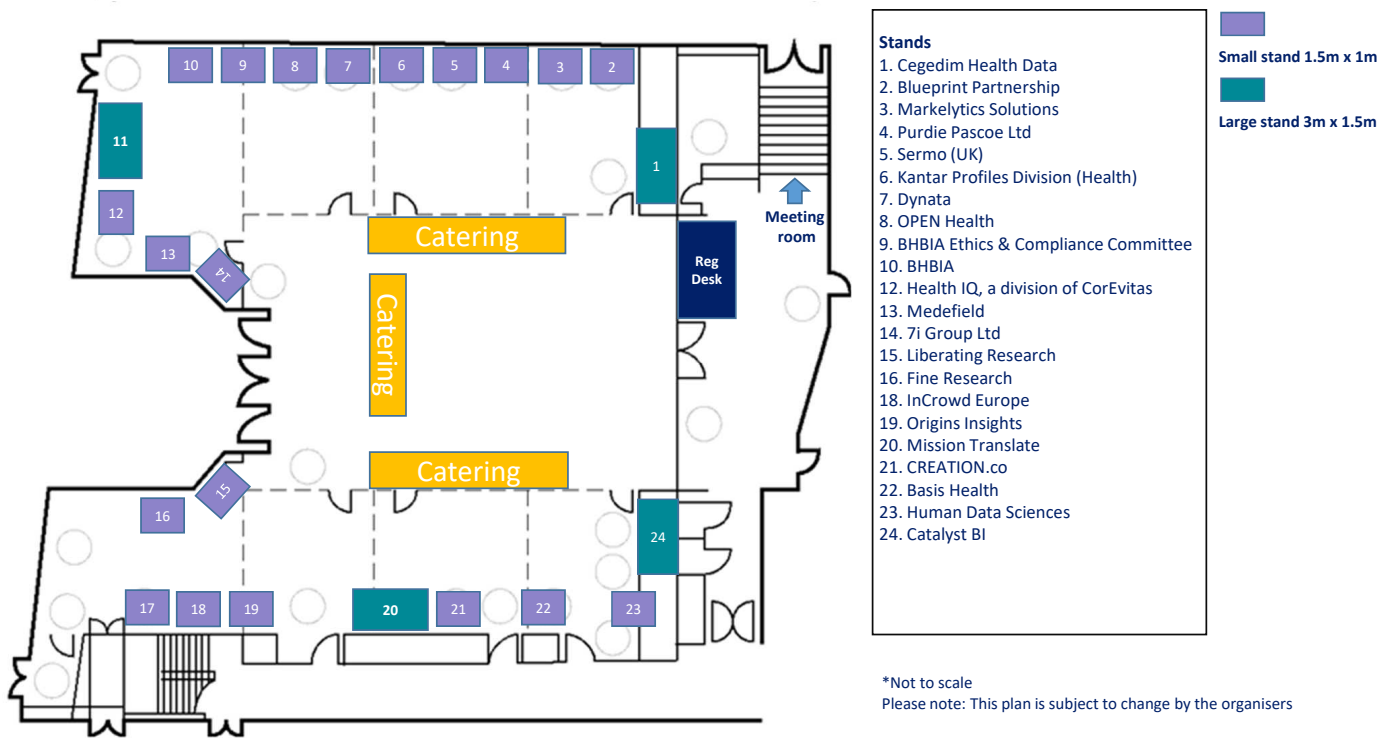*Ethics and Guidelines Training*

20th October
BHBIA Improving Health Care by
Understanding Patient Sentiment &
Preference
Webinar

26th October
BHBIA Rising Stars Connect Group
Forum & Connect Group Meeting

BHBIA Annual Conference 2022 - Agency Fair Floorplan
Sentosa Suite – Millennium Gloucester Hotel

Stands
1. Cegedim Health Data
2. Blueprint Partnership
3. Markelytics Solutions
4. Purdie Pascoe Ltd
5. Sermo (UK)
6. Kantar Profiles Division (Health)
7. Dynata
8. OPEN Health
9. BHBIA Ethics & Compliance Committee
10. BHBIA
12. Health IQ, a division of CorEvitas
13. Medefield
14. 7i Group Ltd
15. Liberating Research
16. Fine Research
18. InCrowd Europe
19. Origins Insights
20. Mission Translate
21. CREATION.co
22. Basis Health
23. Human Data Sciences
24. Catalyst BI

Small stand 1.5m x 1m

Large stand 3m x 1.5m

*Not to scale
Please note: This plan is subject to change by the organisers

CONFERENCE WIFI LOGIN

Connect to WiFi network: BHBIA
Password: bhbia2022