



**15%
DISCOUNT**
for bookings
made on or before
3rd February
2025

bhbia2025

Annual Conference

Hilton London Wembley
12-13 May 2025



BOBI Awards Ceremony
Monday 12th May 2025

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#BHBI2025 and #BOBIawards



Day 1 – Monday 12th May 2025

09.00 **Registration & Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

09.30 **Welcome and Introduction from the BHBIA Board**

Paul O’Nions, BHBIA Chair



09.45 **Keynote Speaker**

TBC

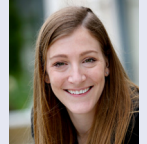


10.25 **Orchestrating Harmony in Patient Support**

Paul Tinworth, Research Director and Katy Irving, Global Head of Behavioural Sciences – Healthcare Research Worldwide (HRW)

This study assesses co-creation groups, merging HCP and patient insights, to enhance patient support research and design. Utilising ‘hackathon’ inspiration, it bridges perspective gaps.

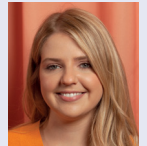
A comparative analysis of individual HCPs, individual patients, joint HCP-patient co-creation groups, and AI suggestions informs the design of effective support systems, highlighting how diverse viewpoints and implications for optimal programme structure.



10.45 **A women’s health lens on Vaccine Hesitancy**

Alice Pelton, Founder & CEO and Dr Melanie Davis Hall, Medical Director – The Lowdown

The NHS England Vaccination & Screening team have been working with The Lowdown to go deeper into the reasons that women are not taking up vaccines, with a focus on the COVID-19 and HPV Vaccine. The NHS had existing beliefs and hypotheses about what was preventing vaccine uptake. Listening to women provided a very different perspective. This session will show how engaging directly with women’s health concerns and realities revealed surprising truths about barriers to vaccination.

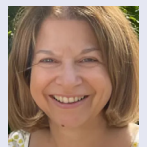
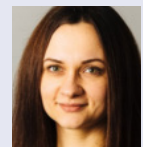


11.05 **Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

11.45 **Spotlight on Compliance**

Yuliya Fontanetti, BHBIA Ethics & Compliance Committee Chair and Global Head – Quality Assurance and Compliance – Lumanity and Kim Smith, BHBIA Ethics & Compliance Committee Advisor



12.05 **Workshops 1-4 – Choose from page 6**

13.05 **Exhibition (Buffet Lunch in Association Restaurant)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

14.05 **Who watches the watchmen? Compliance, AI, and the need for human insight**

Dr. Felix Jackson, Medical Director and Founder and Tea Meneghetti, Scientific Leader – medDigital



AI is seemingly the Next Big Thing in healthcare, but what role does it play in research? This session looks at how pharma can use it effectively while remaining compliant, and why it won't be replacing human-led insight anytime soon.

14.25 **Workshops 1-4 – Choose from page 6**

15.25 **Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

16.00 **BHBIA Initiatives**

16.15 **Annual General Meeting**

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.

16.35 **Keynote Speaker**
TBC



17.05 **Day One close**

19.15 **Pre-Dinner Drinks Reception**

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

21.30 **BOBI Award Ceremony**

22.30 **Entertainment**



Day 2 – Tuesday 13th May 2025

09.00 Registration & Exhibition (Tea/Coffee)

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

09.15 Welcome and Introduction from the BHBA Board

Nick Coolican Smith, BHBA Deputy Chair and Director of CRM – Theramex HQ UK Ltd



09.25 Keynote Speaker

TBC



10.05 Harnessing the power of analytical AI to understand how physicians segment their patients and maximize brand potential

Manuel Guzman Martin, International Business Unit Director and Hilary Wolton, Business Unit Director – AplusA Research



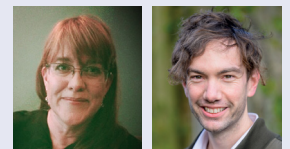
Traditional patient segmentation in physicians' eyes tend to mostly rely on stated attitudes and perceptions of their own behaviors. Combining real-world behaviors with patient charts with advanced analytics, we've been able to look at patient charts data more comprehensively and thoroughly, considering all possible variables a physician might use to make a treatment decision. Analytical AI, through machine learning algorithms, helped us to uncover hidden real-world behaviors-based patient segments that allowed us to define strategic actions to expand a brand opportunity.

10.25 Exhibition (Tea/Coffee)

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

11.10 Unlocking Real-World Prescribing Decisions: A Case Study on the Power of Situational Choice Experiment

Kerry Kriel, Head of HEOR & Early Assets – Bayer plc and Laurence Olding, Director and Noemi Hahn, VP Innovative Methods and Analytics – Bryter



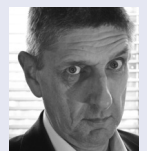
Dive into the world of advanced analytics with our intriguing case study. Discover how we harnessed the power of the Situational Choice Experiment (SCE) to model real-life prescribing decisions based on patient characteristics. This session offers a unique perspective on positioning in a competitive market.



11.30 BOBI Highlights and winning entries

Wilf Iliffe – 14 Four Analytics

Congratulate the BOBI winners – and find out more about their winning entries.



11.40 Workshops 5-8 – Choose from page 7

12.40 **Exhibition (Buffet Lunch in Association Restaurant)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

13.40 **Leave people alone – Leveraging data available to optimise the respondent experience**

Max Taylor-McEwan, Research Director and Jemma Reast, Research Director – Madano



There are consistently questions surrounding keeping market research sustainable and maintaining respondent engagement. We will challenge you to leave your respondents alone where possible. We can gain great insights, not over-research (raising ethics and sustainability questions) if we do more with the data and analysis tools available to us.

Focussing on patient research, specifically in rare diseases or instances when people's QoL is severely burdened or in end of life care.

14.00 **Workshops 5-8 – Choose from page 7**

15.00 **Exhibition (Tea/Coffee)**

Visit the Exhibition Area to connect and engage in meaningful discussions with peers from across the industry. Enter the competition to win prizes.

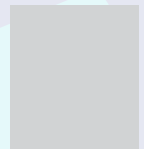
15.45 **All things period: an example of maximising engagement with adolescent patients discussing sensitive topics**

Tasleem Rehmatullah, Research Director and Elena Brutto, Head of Health – The Nursery Research & Planning Ltd



We will be discussing how to effectively conduct research with 12-18-year-old patients. Market researchers often shy away from paed research, opting to talk to HCPs, parents and PAGs instead, but at The Nursery we believe that teenagers specifically are experts, and their experience and opinion matters. The example that will be focusing on in this session is a thought leadership study we conducted in 2023 with teenage girls who are living with problem periods.

16.05 **Keynote Speaker**
TBC



16.35 **Conference Awards**

16.45 **Conference Close**



Workshop Sessions Day 1

Workshop sessions 1-4 will take place on Day 1 – Monday 12th May 2025.

These will take place twice a day at 12.05 and 14.25, to give more opportunity to attend.

Pick one per time slot per day to attend.

1

Harnessing generative AI to increase your communication impact

An-hwa Lee, Senior Director and Beth Clark, Director – Basis Health



Using a menopause case study, this workshop will demonstrate how generative AI can quickly analyse large datasets to uncover fresh insights and opportunities. Participants will then see first-hand how AI can build upon these findings to develop and optimise communication materials attendees developed themselves and discuss how this approach could complement traditional research methods and deliver additional value.

2

The patient will see you now

Jemma Reast, Research Director – Madano and Sam Robinson, Director-Patient Advocacy – AXON Communications



The message of patient-centricity has been delivered; it has been heard with more patient insights projects taking place than ever before. There is, however, work to be done to reach best practice. In this session, you will hear from insights professionals and patient advocates on what must happen next and how we can learn from previous successes and failures– covering diversity and inclusion, early integration, non-transactional collaboration, working across functions and working with compliance.

3

Digital Opinion Leaders: Are We Sacrificing Human Connection for Digital Efficiency?

Daniel Ghinn, CEO & Founder and Anni Neumann, Director Health Strategy – CREATION.co



Based on bespoke research this workshop will explore ways to improve engagement and outcomes with Digital Opinion Leaders (DOLs) by recognising them as individuals, not just digital enablers. By understanding HCPs' preferences, motives, needs, and opinions, teams can build authentic relationships, enhancing collaboration and driving more impactful outcomes in digital health communication.

4

Unlocking Therapeutic Insights through Video Listening on TikTok

Jackie Cuyvers, Co-Founder and CEO – Convosphere



Discover how video listening on TikTok can revolutionise pharma organisations' understanding of therapeutic areas. This session will showcase a case study demonstrating the power of video content analysis in uncovering patient experiences, identifying emerging trends and enhancing strategic decision-making.



Workshop Sessions Day 2

Workshop sessions 5-8 will take place on Day 2 – Tuesday 13th May 2025.

These will take place twice a day at 11.40 and 14.00, to give more opportunity to attend.

Pick one per time slot per day to attend.

5

AI vs. Human: The battle to understand the Doctor-Patient Narrative

Viv Farr, Managing Director – Narrative Health Ltd and Shaan Thakerar, Customer Insights Partner – AbbVie

The ultimate show down of AI vs. human to understand the best way to uncover the doctor-patient dialogue.

We will explore interactions using 4 approaches:

- Recording of real time consultation
- Patient actor-doctor simulated consultations
- AI patient persona – doctor simulated consultations
- Co-pilot / ChatGPT generated consultations

We will also pit AI vs. human in understanding the nuances of these conversations. Who will triumph in this clash of comprehension? – man or machine!

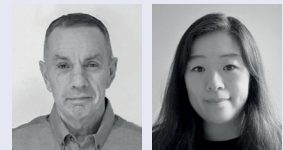


6

Unleashing the power of the pharmaceutical sales team to harness customer insights

Colin Irving, Business Development Director and Shirley Tang, Principal – IQVIA

The UK pharma go-to-market model is shifting away from being transactional-based, and more towards a partnership-based approach. As such, this has given rise to the evolving role of the pharma in-field promotional team. Being at the crux of customer engagement, their direct interaction with customers provides a wealth of information that can and should be harnessed. This session will explore the importance of utilising sales teams as data gatherers and insight generators, emphasising the need to empower them with the skills and tools to effectively collect, manage, and leverage data for personalised customer engagement. By maximising the potential of in-field sales teams, organisations can enhance their ability to deliver tailored and impactful messaging that resonates with diverse customer groups.



7

The Power of Play to Unlock Insights

Gregg Quy, Head of International Business Unit and Niall Baker, Director, Business Development & Qualitative Research – Elma Research

This session will use the Lego Serious Play method to uncover ideas to create a vision for how BHBA could evolve its conferences in the future to better meet the needs of agencies and pharma companies.



8

Unlocking new behaviour: transforming behavioural insights into concrete marketing activities

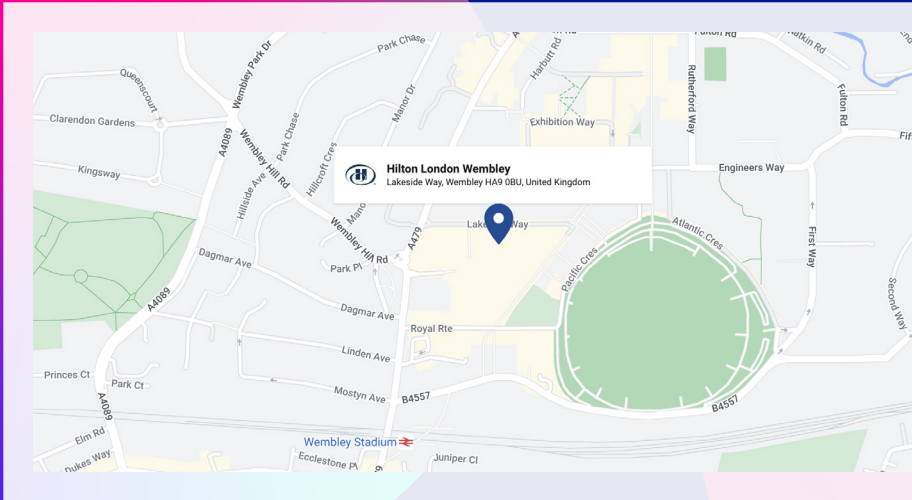
Céline Talon, Associate Director and Arne Maas, Consultant – SKIM

The purpose of the session is the transformation of patient and HCP insights into concrete marketing activities. We will use a behavioural change model, called COM-B, to provide more granularity on the drivers of behaviour change. We will then show how to translate the results from this model into actionable next steps for tactical and strategic marketing.





Conference location



Hilton London Wembley
Lakeside Way
Wembley
HA9 0BU



Forthcoming Events

21 November 2024

NEW BHBIA What Makes a Winning BOBI Submission

Webinar

6 December 2024

BHBIA Winter Seminar 2024

Face to Face Event

16 January 2025

BHBIA Empowering with Numbers 2025

Virtual Workshop

23 January 2025

BHBIA Innovations in Market Research: Narrative Research

Webinar

29 January 2025

BHBIA Rising Stars Connect Group – January 2025

Virtual Event

30 January 2025

BHBIA Introduction to Insights Discovery Workshop

Virtual Workshop

13 February 2025

BHBIA Influencing without Authority

Face to Face Workshop

06 March 2025

BHBIA Elevating Deliverables to Bring Insight to Life

Webinar

20 March 2025

BHBIA Spotlight on Compliance – 2025

Face to Face Workshop

03 April 2025

BHBIA A Day in the Life of a Client-Side Market Researcher - 2025

Face to Face Workshop

11 April 2025

NEW BHBIA Navigating Generative AI in Pharma: Client Perspectives and Progress

Webinar



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