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# Learning and Development 2020

**Foundation Training, Ethics & Guidelines,  
One-Day Workshops and Webinars**

An educational programme of practical applications  
and techniques in business intelligence



**10%** Early  
Bird Discount  
on Training  
Courses\*

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# WHY ATTEND A BHBI TRAINING SESSION?

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BHBI courses are run by the industry for the industry. The BHBI is non-promotional and unbiased, and is widely recognised as a standard setter in training courses for business intelligence professionals across the spectrum from market research to sales analytics. The limited number of attendees at workshops and foundation courses means that the conveners will have time to answer your specific questions.

BHBI members are eligible for discounted member rates on all training courses and \*early-bird discounts are available on both member and non-member training course rates and some member events – see website for details and terms/conditions.

## JANUARY

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### 8th January – How to Win a BOBI Award

**Members only:** Free

Give yourself an advantage in this year's BOBI awards by joining our webinar. BOBI Committee members and judges will share extra hints and tips on how to make your entry stand out and we'll take a look at highlights of some of the actual 2019 winning entries. We will also discuss the most common pitfalls so that you can avoid them. Whether you are interested in entering one of the five real-life submission categories, or fancy your chances in the Analyst/Analyst Team, Creative Fieldwork Team or Compliance Team task-based challenges we will explain how to maximise your chances of success.

### 24th January – Best Practice for Customer Segmentation

**Members only:** Free

This webinar will provide those working in business intelligence, marketing, sales management or market access with an insight into the value that can be gained from a motivations-based customer segmentation. We will offer a template for best practice for managing a segmentation programme from kick off to implementation – to include identification of motivational segments and the profiling of each segment on demographics, prescribing behaviour, messaging and preferred communication channels. The focus will be on generating an internally credible segmentation and typing tool that will work in the real world.

### 30th January – The Magic of Conference Presenting

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

This highly practical one-day workshop will 'unpick the magic' behind excellent conference presenting and will comprise a mix of interactive and experiential sessions covering the physiological, psychological and practical aspects of presenting, with an opportunity for individual feedback. The day is particularly recommended for those who will be presenting at the 2020 BHBI Annual Conference, but is suitable for anyone who would like to hone their skills in presenting to larger audiences.

## FEBRUARY

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### 5th February – The Shoulders of Giants – The Six Pillars of Market Research

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

This workshop will involve 6 training sessions run over the course of a day, covering some of the major big ideas that MR has borrowed from different academic disciplines: Cognitive neuroscience, Psychology, Social Psychology, Anthropology, Sociology and Behavioural economics. In each of these sessions we will give a brief history and summary of the discipline, why it matters and identify several big ideas that are relevant to MR in pharma. Interactive workshop tasks will help delegates to explore how these ideas translate into MR techniques, methodologies and approaches.

13th February

Analytics Forum

## 28th February – Digital Marketing in Healthcare

**Members only:** Free

An overview of how Digital Market Research can be used to develop websites, apps and online patient support programmes. Digital Marketing has become a real issue for healthcare research directors as BI are now getting requests from Marketing and Digital Marketing for support with their initiatives and the classical UX (user experience) and CX (customer experience) digital research being done by digital agencies can sometimes lack the patient and physician insights and understanding that's required to make it work. Healthcare digital marketers are starting to realise that a mix of traditional market research and pure digital is what is needed to ensure that their programmes resonate with the needs of patients and physicians.

## MARCH

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### 5th March – Integrating Research and Strategic Decision-making

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

Designing market research to overcome complex strategic situations is often challenging. Defining the specific and fundamental questions pharmaceutical companies need to answer and understanding how research results may be used in their decision making are critical parts of the process. This workshop is designed for pharma and agency market researchers who want to increase their understanding of strategic challenges and questions, so they can commission and/or deliver more effective and appropriate research designs and results. Through an interactive, case-study based approach, delegates will gain an understanding of how market research and strategy should integrate to overcome market challenges and support strategic direction, the types of strategic questions that could be addressed and how to generate insights to fully address these needs.

12th March

Fieldwork Forum

## 20th March – Digital Opinion Leaders are the New Key Opinion Leaders

**Members only:** Free

Influential online healthcare professionals are changing the world of healthcare engagement. HCP 'Digital Opinion Leaders' are driving health policy decisions, defining the views of their online peers, and may be shaping your brand well before your product launches. In this webinar we will demonstrate the impact that Digital Opinion Leaders are having, and prove that DOLs really are the new KOLs.

## 26th March – Spotlight on Compliance

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

This seminar will put the spotlight on what good compliance looks like so that you can make sure that your company meets the highest professional standards. It is aimed specifically at those with a responsibility for compliance within their organisations. Guest speakers and compliance experts will cover data protection and privacy guidance (including international developments), new codes and other considerations. We will look specifically at the role and work of a Data Protection Officer (DPO) and we will provide a PMCPA/ABPI perspective on key drug safety and market research issues. The session is suitable for those who already have a good knowledge of the BHBA Legal and Ethical Guidelines and the ABPI/BHBA Guidance for Adverse Event Reporting.

## APRIL

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### 1st April – Outputs that Live On

**Members only:** Free

Do you want to produce market research outputs that can live on within the Pharma company and inspire change? This session will demonstrate how to achieve this by creating debriefs that tell a story and provide tangible outputs that easily convey that story – i.e. patient videos, animations and interactive pathways. We will also outline how these exciting outputs can be produced whilst also being compliant with guidelines and vigilant when handling personal data.

## 2nd April – NLP (Neuro Linguistic Programming) and LAB (Language and Behaviour) Profiling

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

Neuro-Linguistic Programming is a discipline that analyses individuals' perceptions and beliefs in order to understand behaviour, examining both verbal and non-verbal communication. LAB explores language patterns which reveal individuals' attitudes, beliefs and motivations. This workshop will provide delegates with a comprehensive understanding of these specific techniques and how using them can give them a clearer and deeper knowledge of what motivates individuals to behave as they do. We'll explore the techniques from two perspectives: how they can enhance qualitative research practice and the recommendations delivered to clients, and how they can help you communicate more effectively with peers and colleagues to enhance your working relationships.

## 23rd April – Negotiating your Forecast

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

Effective forecasting can be as much about communication of the forecast as it is about the methodologies used. For all of the detail that can go into creating an accurate forecast, requests for changes and the search for upside can often lead to final forecasts that are unsatisfactory. This session will cover some of the key aspects of creating a robust forecast, but will also cover advice on how to manage the process of communicating the forecast to senior colleagues and dealing with their requests for changes.

## 30th April – Bringing the Academic into the Corporate

**Members only:** Free

This webinar will focus on ways that academic theories and techniques (from conference presentations, journal articles, and other sources) can be adapted to enhance research projects for pharma/healthcare clients. Our presenter has conducted extensive market research in the pharma/healthcare space that involved experiments and explorations applying concepts from academia to corporate work. Examples to be covered in this webinar include applying social psychological theories of decision-making to physician decision-making processes, exploring the implications of heuristics like anchoring and adjustment for online allocation exercises, and applying academic and government work on forecasting world events to assessment of future product prescribing.

## MAY

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11-12th May

Annual Conference: bhbia2020 and  
BOBI Awards Ceremony

## JUNE

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### 4th June – Using AI and ML to Optimise Engagement in a Digital World

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

Artificial Intelligence (AI) and Machine Learning (ML) are the new hot topics for business intelligence professionals. Using practical examples, our expert speakers will share their understanding of how we can use these tools to make the most of the big data sources available to us, including a look at digital and social listening data, google analytics and advances in text analysis. In a world of expanding data and technology, how can we combine our analysis skills with AI and ML to drive strategy, guide our businesses and achieve optimised customer engagement through different channels, to ultimately benefit patients?

11th June  
Fieldwork Forum

### 12th June – Ethics & Compliance Update

**Members only:** Free

This webinar will feature an update on changes in the UK legal and ethical environment. There may be a focus on one or more specific issues, depending on the latest developments. Look out for details on our website nearer the time.

## JULY

### 2nd July – Creating Truly Patient-centric Materials

**Members only:** Free

Initially run as a training session at the BHBIA conference in 2019, this webinar will question how truly patient-centric materials developed by Pharma really are. We will provide attendees with guiding principles for developing patient materials (from research materials through to assets around a condition or treatment). We will show examples and review the 'rights and wrongs' of each. Attendees will leave with a clear view of how to develop materials for patient and caregivers.

## SEPTEMBER

### 4th September – Responding to your Competitors' Messaging

**Members only:** Free

As pharma therapeutic landscapes become more undifferentiated, it has become crucial to equip your sales force with the right messages that resonate with key customers and which effectively distinguishes your product from your competitors. This webinar will use real case studies to understand how companies are currently using data analytics to gain insights on market response to their own as well as competitors' messaging. We will also explore how some companies are leveraging leading edge technologies incorporating AI/ML in advancing this area further.

10th September  
Summer Event/Summer Evening Event

### 17th September – Introduction to the Pharmaceutical Industry and Business Intelligence Practice

**Members:** £275 + VAT

**Non-Members:** £375 + VAT

This workshop is ideal for placement students and short-term interns working in business intelligence and related areas in both pharmaceutical companies and agencies. Help your students to hit the ground running with this overview of the pharmaceutical industry and where business intelligence fits in, run by experienced BI professionals.

### 24th September – Generating and Communicating Market Research Insights that Captivate Audiences and Increase Business Impact

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

This workshop will consist of two parts: Part one will help you to better understand how to develop insights and actionable recommendations, and the role of market research in generating these. We'll explore the difference between data and insights and discuss how to answer the 'so what' and reach that 'light bulb' moment. Part two, the afternoon session, will explore how to make our actionable insights stand out. Attention spans are decreasing and distraction is omnipresent. We'll provide hints, tips and illustrative case studies to help you evolve deliverables in line with technology advancements and the way we digest data now, to increase engagement and business impact – there is so much more than just PowerPoint!

## OCTOBER

### 8th October – Empowering the Analyst

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

Our objective is to help analysts move towards being business partners rather than just providers of data. Learn how to influence your key stakeholders so that you can go beyond data analysis to explain the 'why' as well as the 'what'. Gain the confidence to challenge requests, learn to say 'no' appropriately, understand and identify working styles of yourself and your stakeholders with the goal of becoming a trusted business partner through adding additional value beyond the provision of data to the business.

## 9th October – Mapping the Patient’s Emotional Journey using Social Listening

**Members only:** Free

Learn how social listening can be used to map the patient’s emotional journey and how this can provide researchers with a deeper understanding of the emotional impact of the disease and treatment. Gaining a richer picture of the patient experience improves our understanding of drivers and barriers to adoption, adherence and switch behaviour.

## 15th October – Guidelines in Action

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

A practical, exercise-based workshop helping you understand how the BH&IA Guidelines apply to your current projects and those you may need to run in the future. Suitable for anyone who wants to become more knowledgeable and confident about approaching compliance issues throughout the market research process. This workshop will go beyond the online training by looking at more complex scenarios and grey areas, with a focus on pragmatic application of the BH&IA Legal and Ethical Guidelines and ABPI/BH&IA Guidelines for Adverse Event Reporting. You’ll become more familiar with the resources available to you and more confident in what they mean for your organisation and you’ll learn from our conveners and other delegates in candid discussions around issues they have faced when commissioning, designing or fielding market research.

## NOVEMBER

### 3-5th November – Introduction to Pharmaceutical Business Intelligence and Market Research

**Members:** £1,170 + VAT

**Non-Members:** £1,330 + VAT

This three-day residential course for newer researchers provides a thorough understanding of market research and business information practice, through ‘hands-on’ workshops covering data resources, research techniques and other key areas. Whether you work in a pharma company or a research agency, the course will also enhance your working relationships through giving you a better understanding of what it’s like on the ‘other side of the fence’.

### 11th November – Innovations in Market Research

**Members:** £449 + VAT

**Non-Members:** £549 + VAT

This workshop will provide a broad overview of the latest innovations in market research and what developments we might expect in the future. Selected guest speakers will delve into several specific innovative tools/techniques in more detail. Please look out for information on the website closer to the event, announcing the specific topics that will be covered.

19th November


Fieldwork Forum


## DECEMBER


4th December

Winter Seminar

### Key

 Foundation Training

 One Day Workshops

 Ethics and Guidelines

 Webinars

## HOW TO BOOK

Book your place now online at [www.bhbia.org.uk](http://www.bhbia.org.uk)

As each event approaches you will be able to find detailed information, including full programmes in the *Events, Courses & Webinars* section of the website.

## TRAINING COURSES

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The BHBIA Learning and Development programme will appeal to all individuals with an interest in business intelligence, whatever their level of experience, and whether they work in pharmaceutical/healthcare companies, agencies/consultancies or are independent consultants.

The training programme covers three areas:

**Foundation Training** builds upon the strong tradition of residential BHBIA courses over many years, providing those new to business intelligence, market research or sales analytics with a solid grounding in all key areas.

**Ethics & Guidelines** workshops are designed to help members become fully conversant with the legal and ethical issues that impact on healthcare business intelligence practice.

**One-Day Workshops** focus on specialised topic areas and are suitable for business intelligence professionals who would like to enhance their knowledge/skills in a particular area. These practical workshops are run by leading BHBIA member companies with expertise in the relevant field, or professional training organisations.

### MRS/BHBIA – Training Collaboration

We are delighted to continue our special collaboration with the MRS (Market Research Society).

**Training course discounts** – BHBIA members can register for any 2020 MRS training course at MRS member rates (see BHBIA website: *About Us > Activities* section for more details). The MRS provides a comprehensive range of courses that complements the BHBIA programme.

This is a reciprocal arrangement – MRS members can register for BHBIA training courses at BHBIA member rates by quoting discount code MRS2020 (verification of MRS membership will be required).

**CPD accreditation** – We are delighted that the majority of BHBIA educational events, training courses and webinars are formally recognised by the MRS Continuous Professional Development (CPD) programme. You will find a symbol on each event page denoting the number of CPD hours allocated. MRS members can use BHBIA events as a pathway to log CPD hours towards upgrading their MRS membership status.

## WEBINARS

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The BHBIA runs a series of webinars on a range of topics that are of interest to business intelligence professionals. They are run by BHBIA member companies with expertise in the relevant field, or, for ethics/guidelines topics, members of the BHBIA Ethics & Compliance Committee. Webinars generally take place on Friday lunchtimes from 12.30-1.30pm, but this may vary so please check the specific event details. Attendees join the webinar via an audio link and have the opportunity to submit questions online during the broadcast.

Webinars are open to full BHBIA members only and are free of charge. Our WebEx licence means that places are limited, but groups of colleagues can share a single log in and view the webinar together.

For members unable to tune in on the day, recordings of all our webinars are available via the *Events, Courses & Webinars* section of the website. (Use the filters to search past years for the webinar you want, or you can see a list of all webinar recordings in the Resources section.)

### Intellus Worldwide/BHBIA Webinar Collaboration

In a special collaboration with Intellus Worldwide, each organisation's members have access to the other organisation's archived webinars, thus expanding the range of topics that are available for you to tune into.

BHBIA webinar recording links are available to Intellus members through their Virtual Learning Center. BHBIA members can see details of how to access Intellus webinar recording links via the *Resources > Webinar Recordings* section of the BHBIA website.

## EVENTS

The BHBIA runs a number of member only events including the flagship Annual Conference in May and additional major meetings in late summer and winter. In addition, member forums are convened from time to time to update members on topical issues, providing an opportunity to input into the BHBIA agenda, or for specific sub-groups of the membership to discuss issues that are pertinent to them and develop initiatives to drive best practice – e.g. Fieldwork Forum, Analytics Forum.

**Annual Conference** – This is our premier event of the calendar. The two-day meeting typically covers a broad range of healthcare industry themes which directly impact on business intelligence. Key speakers from the healthcare arena and other industries are invited to the platform to give their perspective on current thinking and member companies are invited to share ideas and best practice. The business sessions take a range of formats and, coupled with an agency fair, provide an interactive programme designed to stimulate debate and cross-fertilisation of ideas among delegates.

**Summer Event** – A summer touchpoint for members, usually held in September. The format varies but it generally includes an educational meeting for members, followed by a social/networking evening that's open to both members and non-members.

**Winter Seminar** – This educational one day meeting takes a look at a theme that's of broad relevance to the healthcare industry, bringing the BHBIA audience up to date on the implications for business intelligence.

## ONLINE TRAINING/TESTS

The BHBIA currently offers two core web-based training programmes for business intelligence professionals:

### Adverse Event Reporting in Market Research Legal and Ethical Guidelines – for Market Researchers

As part of each programme, BHBIA members have the opportunity to take a Competency Test to assess their knowledge and on passing the test are issued with a Certificate of Competency which needs to be renewed annually, by 31st October each year.

Successful completion of both programmes is recommended for all personnel involved in market research in the UK.

These programmes can be accessed via the *Online Training* section of the website. (In this section you will also find details of a special BHBIA/EphMRA Guidelines Competency Test Collaboration, designed to save time for those who are members of both organisations).

Full membership and certified non-membership of the BHBIA allows all employees based at the company's office to obtain competency certification. (All website users can study the training materials, but only members/certified non-members can take the competency tests).

**New training modules** – We are also developing a series of new training modules that are separate from the annual testing/certification process. The first of these is 'Guidance for Reviewing/Approving Market Research Materials', designed specifically for those involved in examining market research materials. Further new programmes are planned for introduction in late 2019/early 2020 – particularly in the field of analytics.

## British Healthcare Business Intelligence Association

*Excellence with Integrity*

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