

BHBBIA

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HIRE ME!



Why market research and business intelligence?

- 1 An industry committed to personal development – achieve recognised qualifications in research and be eligible for membership of professional societies**
- 2 A wide range of opportunities available, attracting graduates from many different educational backgrounds**
- 3 Challenging and rewarding – seek out and utilise information in an intelligent way in order to maximise the potential for brands, products or services**
- 4 The opportunity to specialise within a diverse profession – from designing, organising and managing innovative qualitative research to getting involved in advanced statistical analysis**
- 5 Develop multiple skill sets including business acumen, consultancy, analysis, giving presentations and strategic and tactical marketing planning**
- 6 A role with a true influence on key decision making**

Case Study 1:

**Sarah (22), Biology,
Manchester University**

My week starts with some last minute preparation for my impending trip to Paris, where I will watch focus groups with men aged between 18 to 70. The aim of the research is to explore how men approach their health and any concerns they may have about it currently or in the future. It is for a client who wants to become more competitive in the men's health arena.

I stay at the viewing facility throughout the evening where I watch the groups and take notes, and then enjoy some free time in the morning before observing two more groups the following afternoon and evening.

After the final group on Tuesday evening, it's back to my hotel before catching the Eurostar home to London early on Wednesday morning. Once in the office, I collate my notes and give an interim report of my findings to the project director.

On Thursday, I spend some time finalising a questionnaire for an online quantitative study with GPs which addresses a totally different therapy area, before joining the project director on a teleconference to report our interim findings on the French men's health research to the client contact. I end the week pulling the findings of this research into a PowerPoint presentation.

Why the pharmaceutical industry?

1 It develops and markets pharmaceutical products which support the crucial work of healthcare professionals around the world

2 **The UK is one of the leading pharmaceutical producers and exporters in the world and is one of our most successful commercial sectors**

3 A multi-faceted industry – develop your research skills within a pharmaceutical company or for an agency supplying services

4 **You will explore healthcare from all perspectives including those of the producer, the prescriber and the patient**

5 Exciting and diverse work – focus on a household name one day and help a blue chip company to launch its latest treatment the next

6 **Very attractive starting salaries and packages and the opportunity to travel**

Case Study 2:

**Pete (23), History,
Leeds University**

I begin the week attending a project kick off meeting at the client's UK headquarters. One of their asthma products will shortly be coming off patent and the client wants to understand the likely impact that this will have on prescribing behaviour. The loss of patent means that generic manufacturers will be able to offer a non-branded version of the product at a lower cost. I spend the rest of the afternoon working from home on a presentation for an earlier piece of research for a company that manufactures vaccines.

Back in the office, I spend the next couple of days setting up the asthma project. This involves liaising with the fieldwork team to organise the recruitment of doctors for face-to-face interviews, as well as thinking about questions we need to ask them. I also meet with the vaccine project team to have a final run through of the presentation.

Thursday is presentation day, which is really exciting as I am able to put my presentation skills training into practice. Last week I attended a 2-day course to improve my presentation style which involved being filmed presenting! The client's feedback is very positive and they discuss with us the decisions they need to make based on the findings of the research.

On Friday I have a brainstorming meeting to discuss ideas for a proposal we plan to submit for a new piece of research. This is one of my favourite parts of the job as you get to be really creative. At midday I attend a 'lunch and learn' session about the use of social media in healthcare run by one of the experts in the team. The week finishes at the local pub for drinks with my team!

Interested? Here's what to do next...

The British Healthcare Business Intelligence Association (BHBI) brings together pharmaceutical companies and those who support them with associated services.

The BHBI Talent Attraction Team is here to offer advice and information about careers in market research and business intelligence in the pharmaceutical industry.

Get in touch to find out more about what's on offer.

Contacts

To find out about opportunities in business intelligence visit the Careers section of our website:
www.bhbia.org.uk



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