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# Learning and Development 2019

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

Providing 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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### 25th January – Compliance Dos and Don'ts when Using Secondary Data for UK Healthcare BI

**Members only:** Free

The BHBI has produced a comprehensive set of guidelines on the legal and ethical implications of using secondary data for business intelligence purposes such as database building or customer relationship management. The guidance includes data protection requirements and tells you what you must and mustn't do from a legal standpoint, protecting you, your data and those that provide the data. In this webinar we will provide an overview of the guides that are available online and direct you to right ones to get the answers to your key questions.

### 31st 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 tailored to those who will be presenting at the 2019 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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### 7th February – Storytelling That Makes Market Research Powerful

**Members:** £449 + VAT **Non-Members:** £549 + VAT

Want to give your market research project legs to leverage real change within your company? We believe that great research alone won't go far enough to action change within a business. Market research gains power through the way that the story of the research is told. During this session we will explore the art of storytelling and how 'presenting magically' can supercharge your findings!

### 15th February – Physician and Patient Qualitative Research Techniques

**Members only:** Free

This webinar will deliver an overview of best practice in qualitative techniques when running focus groups and interviews with Patients and Physicians. We'll discuss innovative tools: cognitive, semiotics, archetypes, emotional – and other tried and tested methods. To include a look at dealing with adverse event reporting, regulatory constraints and data protection requirements. There will be an opportunity to express interest in the possibility of a full-day follow-up workshop.

## MARCH

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### 1st March – The Implications of Brexit for Healthcare Business Intelligence in the UK

**Members only:** Free

At the end of March 2019, the UK will leave the European Union. This webinar, led by the BHBI's Ethics & Compliance Committee, will discuss the implications of the UK's exit and the nature of that exit on business intelligence. We will focus on the consequences for data protection and data transfers, drug safety, in particular adverse event reporting and your organisation's potential need for an EU based representative. This webinar will be useful for all those engaged in market research or data analytics.

### 7th March – Innovations in Market Research

**Members:** £449 + VAT **Non-Members:** £549 + VAT

This exciting new workshop will provide an overview of recent innovations in market research – with specific sessions on: how AI (Artificial Intelligence) can improve qualitative patient research; using VR (Virtual Reality) to co-create patient stories; and innovations in social listening – as this evolves into a tool that can provide deep quantitative and qualitative insight. We'll also consider how history has shaped our evolution of market research and what developments we might expect in the future.

## 14th March – Introduction to UK Pharma Forecasting

**Members:** £449 + VAT **Non-Members:** £549 + VAT

This workshop will look at the multiple roles and requirements of forecasts within companies including interactions between HQ and local affiliates and covering both pre-launch and launched brands, at national and sub-national levels. UK-focused business analysts will leave with a clear understanding of data, extrapolation techniques and Excel skills and the ability to start rapidly producing their own forecasts. Suitable for delegates with no previous forecasting experience, although you should have basic Excel skills.

## 22nd March – Pharmacovigilance in Social Media Research

**Members only:** Free

Whatever your job role is, you might be asking yourself: What's the risk of finding reportable events in online conversations and how will these be reported? How can I make sure my social media research project is compliant with Drug Safety requirements and get my PV team on board? By defining and giving examples of reportable Adverse Events, Product Complaints and Special Reporting Situations, and sharing tools to manage them, this webinar aims to equip you with the confidence to support & educate your PV colleagues when running social media research.

## 28th March – Big Data and Automation

**Members:** £449 + VAT **Non-Members:** £549 + VAT

This workshop will explore the implications of Big Data and innovative new data sources in healthcare, including social listening and other unstructured data sources. We'll share practical examples of real Big Data analysis – what really happens, how is this progressing and what are some of the potential benefits to patients? Through discussion of case-studies, we will look at how to recognise opportunities for automation, its implementation and how can it benefit organisations in terms of improved speed, accuracy and cost savings, as well as exploring the pitfalls. What is the role for business intelligence professionals in this arena?

## APRIL

### 4th April – Embedding Patient Centricity to Build Engagement and Drive Change

**Members:** £449 + VAT **Non-Members:** £549 + VAT

This workshop will share proven processes, guidelines and case-studies for how to create and apply patient centric research that will truly engage stakeholders from start to finish. Facilitators from several different organisations will share their perspectives on how to achieve excellent results through a comprehensive appreciation of the patient journey and a holistic approach to research design. The workshop will bring to life how patient centricity can be embedded in organisations to drive change.

## 24th April – Legal & Ethical Guidelines

**Members:** £449 + VAT **Non-Members:** £549 + VAT

A chance to increase your practical understanding of both the BHBA's Legal and Ethical Guidelines for Healthcare Market Research and the ABPI/BHBA Guidelines for Adverse Event Reporting, through a highly interactive, case-study based approach that follows the course of a market research study. There will be plenty of time for questions and discussion, offering the opportunity to learn from others' issues and experiences. The course is continually revised and updated to incorporate the latest issues and changes in guidance.

## MAY

13-14th May

Annual Conference: bhbia2019 and BOBI Awards Ceremony

## JUNE

### 5th June – Behavioural Economics – Latest Thinking and Practical Applications

**Members:** £449 + VAT **Non-Members:** £549 + VAT

This practical session will explore the latest thinking in Behavioural Economics. We will explore how the theory can be applied to the work we do every day – whether designing research to minimise or allow for known areas of bias, or designing strategies which maximise the potential for desirable behaviour change. The session will include expert speakers from a range of backgrounds, covering a broad scope of experiences and views in order to provide insight into the latest ideas and debate how these apply to the work we do today.

### 10-11th June – Latest Thinking in Field Force Excellence

**Members:** £870 + VAT **Non-Members:** £980 + VAT

This two-day course is suitable for new analysts or for those with up to 3 years' experience who would like a refresher on the aspects of the role that they may not be engaged in on a day to day basis. It's also ideal for those moving into analytics from other areas or whose remit is expanding to include analytics. To include incentive scheme design, targeting and segmentation, field team structuring, target setting and performance reporting and more. A one-day (Tuesday only) option will also be offered – for those who want to skip straight to the more advanced topics.

## SEPTEMBER

12th September

Summer Meeting

## 18th 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.

## 26th September – Empowering the Analyst – Influencing without Authority

**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.

## OCTOBER

### 10th October – Empowering the Market Researcher – Maximising Influence and Impact for the Business Intelligence Professional

**Members:** £449 + VAT **Non-Members:** £549 + VAT

This highly interactive and pragmatic training workshop will help participants maximise their impact, become more effective at influencing internal and external stakeholders, and be more confident and assertive in their working relationships. The workshop will be specifically tailored to the needs of business intelligence professionals and run by a professional trainer with extensive experience of working with relevant organisations. You will leave with a tangible and concrete action plan that, once implemented back in the workplace, will make a real difference to your personal impact and thus to the success of your business relationships.

### 17th October – Legal & Ethical Guidelines

**Members:** £449 + VAT **Non-Members:** £549 + VAT

A second chance to attend this essential training workshop – see 24th April for details.

## NOVEMBER

### 5-7th 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'.

### 14th November – Innovations in Market Research

**Members:** £449 + VAT **Non-Members:** £549 + VAT

A second chance to attend this exciting new workshop – see 7th March for details.

### 22nd November – 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.

## DECEMBER

6th 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 on the website.

## TRAINING COURSES

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The 2019 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. We also occasionally run half-day workshops on selected topics.

### MRS/BHBIA – Training Collaboration

We are delighted to continue our special collaboration with the MRS (Market Research Society) which we hope will benefit members of both organisations. The MRS provides a comprehensive range of courses that complements the BHBIA programme.

BHBIA Members can register for any event in the MRS 2019 Learning and Development programme at the MRS Member rates. (see website: Training Courses > MRS Training Course Offer).

This is a reciprocal arrangement – MRS members can register for BHBIA training courses at BHBIA member rates by quoting discount code MRS2019 (verification of MRS membership will be required).

In addition, the majority of BHBIA courses and events have MRS CPD accreditation, allowing MRS members to use these 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 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, Personal Members' Forum, Analytics Forum.

**BHBIA 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 Meeting** – This half day event aims to provide members with a facilitated forum to discuss and share ideas around key topics affecting the industry. The Summer Evening Event, held on the same date, is a social event open to all those with an interest in healthcare business intelligence.

**BHBIA 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 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. Opted-in individuals who have passed the tests now have coloured star symbols alongside their names in the online Members' Directory (if listed), denoting their certification status.

There is also a separate new resource: 'Guidance for Reviewing/Approving Market Research Materials', designed specifically for those involved in examining market research materials, and further new programmes are planned for introduction in 2019.

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).

Membership of the BHBIA allows all employees based at the member company's office to take the online training programmes and obtain competency certification. Certified non-membership also confers this benefit for all employees. (All website users can study the training materials but only BHBIA members/Certified non-members can take the competency tests).

## **British Healthcare Business Intelligence Association**

*Excellence with Integrity*

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