



EphMRA
www.ephmra.org

EphMRA Training

*Reasons why you should attend EphMRA PRMT
Training Courses, MasterClasses and Workshops*



What sets our training apart?

An experienced leading provider

EphMRA has been a leading provider of pharmaceutical training courses for more than 18 years. Over 500 delegates have attended our courses since 2000.

EphMRA is now recognized as running successful market research courses geared to developing, refining and enhancing skills, knowledge and professional competence.

Objectivity guaranteed

EphMRA is an industry run association. We are not a commercial organization and we are always objective, non promotional and never run sponsored courses.

This allows us to bring you top industry experts to provide balanced views on key healthcare skill sets. EphMRA also looks to areas outside of the healthcare field to bring new and evolving thinking to our members.

We have a consistent practice of offering pragmatic oriented course programmes, which evolve to provide up to date information that delegates can put into practice the day they return to their companies.

Added value to your company

All our courses are designed to be as dynamic and interactive as possible, encouraging participation to develop new skills that will be drawn upon throughout a delegate's career, thereby increasing their value to their companies.

A clear defined progressive structure to our training – *from beginners to experts and beyond*

EphMRA now offers courses and workshops from basic introductions to advanced skills to broaden knowledge and understanding of key areas within the healthcare field. Our courses are planned to provide a progressive learning module linked to the product lifecycle to meet the needs of all your market researchers:-

A – Introductory (Basic skills training)

B – Business issues related, product life cycle oriented (each B course is independent but with no in-depth focus on methods)

C – Method related (ad hoc MasterClasses with in-depth focus on one single method)

Delivery is all – Flexible Learning Environments

We recognize in today's world we not only need to meet your training needs in terms of content but also delivery. To meet the need for flexible learning environments we offer face to face one day courses complimented by on-line learning that is flexible, creative and relevant.

We believe that learning works best when it engages and motivates people.





Face to Face – one day courses

Unique interactive healthcare courses

Course B1 Evaluating a business opportunity – The Role of Market Research (PLC Phase I-II and in-licensing)

Course B2 Rationally how does my product fit into the market? (Phase III to launch)

Course B3 How do I Brand to win – The Role of Market Research in Brand Development (Phase III to launch, line extensions)

Course B4 How do I communicate my positioning to the market? (Phase III to launch, repositioning and line extensions)



The timing of our courses allows delegates to complete all four modules within a maximum 2 year time frame.

Our MasterClass - C level - method related courses address a range of topics and we periodically offer:-

- NLP
- Semiotics
- Mapping: Where is our product's position, and where are the others?
- The 6 biggest mistakes in Pharma Forecasting and how not to make them
- Segmentation
- Testing medical devices
- Presenting Market Research
- War gaming
- Gaining Understanding and Insight with Conjoint & Discrete Choice
- Marketing our Market Research

On-line

Highly engaging on-line EphMRA e-learning training courses – Engaging, Accessible, Anytime, Anywhere. Learning takes place in your own time, at your own pace with the ability to let you select which aspects of each course you wish to concentrate on. Three bespoke market research skills courses for the healthcare industry:-

A1 Introduction to International Pharmaceutical Market Research

A2 Managing a Market Research Project

A3 The Role of Market Research in the Product Lifecycle



For each course, participants can ask questions to a panel of independent experts from agencies and the industry, with over 10 years of experience.

In addition EphMRA recognises that the Market Researcher of today not only requires up to date market research skills but also 'soft' skills. To meet this need EphMRA offer 5 Healthcare business skill courses, *specifically designed for market researchers*.

1. Managing Workload
2. Leadership Skills
3. Coaching Skills
4. Key Performance Indicators
5. Negotiation Skills

At a price that is right

Face to Face

We now provide even greater value for our face to face courses. Our courses now cost less with a one day, face to face course available to members for just Swiss Francs 1100 and 1550 to non members.

An even better deal

If you attend one of our C Level Master Classes linked to our annual conference you can come free if you are an EphMRA member fully registered for the Conference.

On-line

Our healthcare on-line courses offer value for money that you cannot afford to miss.

On-line Business Skills – Swiss Francs 190 to members and 250 to non members.

On-line Introduction to Pharmaceutical Market Research – Swiss Francs 840 to members and 1200 to non members.

Managing a Market Research Project and The Role of Market Research in the Product Lifecycle - Swiss Francs 495 to members and 695 to non members.

(Please note that our courses may sometimes be invoiced in £ sterling, the exchange rate for which will be included in the individual course documentation).

Yet even more value for money - *bulk discounts*

Face to Face – If you book all four B-Module face to face courses at the same time you only pay for 3. If you are an EphMRA member and book 3 delegates on one course you only pay for 2. OR if you book 2 or more delegates from the same company you obtain a 10% discount regardless of if you are an EphMRA member or not.

On-Line – For bulk bookings we offer discounts on application.

Open to all

All our courses are open to EphMRA members and non members from any healthcare disciplines who have an interest in knowing more about market research. From beginners to experts we cater for all.

We tailor each course we run based on the experience of delegates who register.

We also specifically verify whether participants have enough, or too much experience, for the course they aspire to.

Unrivalled Networking

EphMRA also offers the ideal opportunity for market researchers simply to network and share their experiences.

Want to know more?

Our website details when our next courses are scheduled or you can contact:-

Nicole Collingwood – EphMRA Training Logistical Organiser
Tel: +44 (0)1342 851206, Fax:+44 (0)1342 851210,
email: training@ephmra.org

Janet Henson – Head of PRMT Training Committee
Tel +41 21 825 49 54, Fax +41 21 825 49 55
email: prmt@ephmra.org

www.ephmra.org