

EPHMRA 12th Germany Chapter Meeting

Shaping the future of MR together - Opportunities and Challenges



20 April 2023

Convenors:

Katja Birke, Managing Director, Produkt +Markt
Yannick Rieder, Manager Market Research & CI, Janssen-Cilag GmbH
Barbara Lang, Managing Director, Point Blank Research

08.45 - 09.15 Registration and Welcome Coffee

09.15 - 10.00 Welcome and introduction to the day - Convenors

"Shaping the future of MR together - Opportunities and Challenges" Recruitment / Motivation of Participants/ HCPs, KI, DIY - we are forced to do things different and want to embrace the challenge

10.00 - 10.30 Breakout 1: AI Conversations: What is it good for?

Open forum to discuss usage scenarios and implications of ChatGPT & Co. for market research.

10.30 - 11.00 Breakout 2: Open Discussion

11.00 - 11.30 Networking Coffee Break

11.30 - 12.10 Paper 1: Leveraging Synergies In CI & Market Research - Illustrated By A Project Example In Rare Diseases

Speaker: Csilla Priest, Managing Partner, impulze GmbH and Laura Feuck and Ann-Kathrin Bopp, Roche Pharma AG

12.10 - 13.00 Paper 2: Doc Creator meets Prof Ideation - co-creation with HCPs and patients.

Speaker: Oliver Tabino and Martin Rogosch - Q Agentur für Forschung

13.00 - 14.00 Networking Lunch

14.00 - 14.30 Breakout 3: What's coming, what's staying? How could the pharmaceutical industry position itself to communicate with Generation X, Y, Z?

Speakers: Jessica Schomberg, Senior Research Consultant & Innovation Hub and Christiane Bernsen, Division Director, Produkt + Markt

14.30 - 15.00 Breakout 4: All in: High Involvement with Patient Research in Rare Diseases

Speakers: Monja Messner and Rieke Burfeind, Point Blank

15.00 - 15.30 Networking Coffee Break

15.30 - 16.30 Panel Discussion: How can we secure engagement and collaborative work for the future?

16.30 - 16.45 Wrap up - Convenors

Venue:
betahaus | Kreuzberg (Coworking & Event Spaces)
Rudi-Dutschke-Straße 23
10969 Berlin
Germany

