

2024 UK One Day Meeting



5 March 2024

The meeting is convened by:

Alex Marriott, Lumanity
Sophie Fleming, GSK
Anna Garofalo, Janssen EMEA Market Research Centre of Excellence
John Grime, Prescient Healthcare Group

Venue:

Hallam Conference Centre
44 Hallam Street
London
W1W 6JJ

08.30 Welcome Tea & Coffee available

09.00 – 09.10 Welcome and Introductions

09.15 – 10.00 Convenor: John Grime

Session 1:

Peek into 2034

Speaker: Preriit Souda, Director: Data Science & Strategic Insights, PSA Consultants

This presentation will start with a question for the audience: What do you think 2034 will look like?

Then after this we will move on to address what the future might look like 10 years from now. It will include quotes/videos from futurologists, popular media snippets, etc. Preriit will talk about how society might evolve, how work might evolve, and how consumer behaviours might change.

Then the paper will focus on the possible future of market research/insight - what might happen and where the industry might evolve. What might be the possible strengths and possible weaknesses? Finally there will be a discussion on the skills that will be needed, what we can do today to be ready for tomorrow, and be ready to succeed in what the coming 10 years might bring.

10.05 – 10.50 Convenor: Sophie Fleming

Session 2:

Artificial Intelligence and Synthetic Data: A New Era of Market Research?

Speaker: Paul Child, Partner, Human8

It's difficult to avoid coverage of Artificial Intelligence...whether it's portrayed as a looming threat or all conquering hero. While it's not new, it has certainly greatly accelerated and interest has bloomed as the headlines become more and more attention grabbing.

But how do we better understand how to apply it to the world of research & insights? At Human8 we have been running our own experiments and this paper will share some of the outcomes, learnings and pitfalls we've experienced. You will be taken on a journey that takes in Edward Hopper, Coca-Cola adverts and AI's own creative tendencies... We'll talk about the benefits and limitations of using AI in market research, both for agencies and clients. We'll deep-dive into the applications of AI we're currently deploying and how we believe, used well, AI can super-charge our ability to deliver for clients. And we'll also touch on recent discussions around synthetic data – simulations generated by AI guided models.

So, are you curious to hear more about how we apply generative AI in a safe way without throwing company secrets up for grabs? Want to find out more on how to avoid artificial stupidity? Or just curious about whether the whole thing is all hype over substance? Join us for a thought-provoking but practical journey through AI and synthetic data.

10.50 – 11.15 Networking Coffee Break

11.20 – 11.50 Convenor: Anna Garofalo

Session 3:

Working in hAIrmony; Unleashing the Power of Practical Intelligence

Speakers: Ben Lorkin, Senior Director and Dan Gallagher, Research Director, Day One Strategy

The speed of AI progress has been astonishing. Just a few years ago, terms like “generative AI” were unheard of, but today, it has revolutionized multiple aspects of our work with Natural Language Processing, chat bots and predictive response all firmly established and things such as virtual assistants, synthetic and automated respondents and computer vision likely to further disrupt over the coming months and years.

In this paper, we will deep-dive into some practical examples to showcase how AI can be leveraged to address specific business questions and the benefits it brings and yet how humans will remain integral, providing value-added insight.

We will additionally highlight how AI can inspire with deliverables, be used as our own personal assistants and, the next steps with synthetic respondents.

11.50 – 12.10 Convenors: Q&A/Discussion to the Morning Presenters

12.10 – 13.15 **Networking Lunch**

13.20 – 13.50 Convenor: Alex Marriott

Session 4:

AI in Healthcare MR: A fieldwork perspective

Speaker: Neil Phillips, Chief Strategy Officer, M3 Global Research

This paper will cover:

The role of AI in healthcare MR is not fully defined but is certainly not limited in terms of potential applications. From the role of AI in selecting an audience to invite to a study, and the resulting benefits to panellists and sample providers alike, to the part AI has to play in fraud prevention and quality control, this session aims to empower the audience to embrace the current, and future, applications of AI. The final part of the paper highlights some AI technologies that could represent risks to data quality, how we can mitigate against them, and possibly turn them to our advantage.

13.55 – 14.25 Convenor: Alex Marriott

Session 5:

Shortcut to a different destination: The role of mental availability in HCP decision making

Speakers: Helen Bennis and Anna Meadows, Ipsos

We have unrealistic expectations of doctors as decision makers – the pharmaceutical industry overestimates their capacity to absorb, process and apply information for positive outcomes. We know from our work with HCPS that they, just like the rest of us, use mental shortcuts in their decision making. This appears from our research to have been amplified by recent pressures on the systems in which they need to operate.

At Ipsos we decided to explore this further to open the discussion with our clients about the conventions of pharmaceutical marcomms approaches. We designed a randomised controlled trial (RCT) to test the role of mental availability and its causal influence on GPs’ diagnostic decision making.

Our presentation will share the findings of this RCT and suggest what this might mean for more efficient communication with healthcare professionals through improved understanding of the decision making contexts in which they operate.

We aim to provoke discussion as to:

- The use and application of a randomised experiments in HCP research and their role in establishing causal impact of marketing activities
 - Evidence for the less than fully conscious influences on HCP decision making the role they may play in diagnostic errors
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- How the industry should question marketing convention and can responsibly, effectively and efficiently communicate with HCPs

14.30 – 15.00 **Networking Coffee Break**

15.05 – 15.35 Convenor: Anna Garofalo

Session 6:

A human-centred approach to complex challenges

Speakers: Emily Sumners and Gillian Thomas, Adelphi Research

In a world where market research is becoming more and more influenced by technology, gaining a deep understanding of customers and their needs remains the best approach to complex problem solving. This paper will look at the application to market research of design thinking, an iterative process for creative problem-solving, based on immersive empathy, ideation and experimentation. We will look at how traditional research methods can be augmented with design thinking to truly understand customers and their pain points, to collaborate with them in the problem-solving process, and ultimately create solutions that are truly innovative, rather than incremental.

15.40 – 16.10 Session 7:

'Ask the Expert' with all Speakers

This is an opportunity to further delve into topics raised.

To minimise delegates moving around the room we ask the Speakers to move tables.

We suggest that the speakers position themselves near to 1-2 tables and stay by the tables for around 10 minutes to answer questions and further discuss.

Speakers will then move up to 3 times to different tables when EPHMRA rings the bell.

16.10 – 16.20 Wrap Up and Thanks

16.20 – 17.00 **End of Meeting Drinks**
