

CALL FOR PAPERS 2025

IN-PERSON ONE DAY MEETING IN BASEL

Meeting Date: 25 September 2025

Submission deadline: 14 March 2025



Venue:

F Hoffmann La Roche, Konzern-Hauptsitz
Grenzacherstrasse 124, Basel 4070, Switzerland

Meeting time:

08.30 to start at 09.00
and finish at 16.45 local time

Meeting Convenors:

Sanjana Bose, F Hoffmann La Roche
Ana Maria Aguirre Arteta, Novartis
Angela Duffy, Research Partnership
Fenna Gloggner, Insmad

Meeting Theme:

Title: Innovative Methods for Integrating PMR and Secondary Data to Gain a Complete Picture: Improving Customer Experience and Answering Business Questions

We invite researchers from various disciplines to submit their papers for our upcoming Chapter in September 25, on the topic of integrating primary market research (PMR) and secondary data through innovative methods. This chapter aims to explore the ways in which data integration can provide a comprehensive understanding of various business aspects, with a particular focus on customer experience (CX) and answering important business questions.

Topics of interest include:

1. Data Integration Techniques: Present novel approaches and methodologies for effectively integrating PMR and secondary data to obtain a holistic view of a given research problem or business challenge.
2. Customer Experience (CX) Insights: Discuss how the insights derived from integrated data have enhanced customer interaction and journey. Present empirical evidence on how these insights have positively impacted customer satisfaction, loyalty, or behavioral outcomes.
3. Real-World Experience: Share experiences of physicians, nurses, or customers in the healthcare industry and showcase how their voices and feedback have been incorporated into the research process, leading to valuable CX improvements.
4. Multimethod Approaches: Highlight successful projects where multiple methodologies, such as surveys, focus groups, and data analytics, were combined to provide comprehensive answers to complex business questions.



We seek original research papers that offer theoretical advancements, empirical findings, or practical applications related to the integration of PMR and secondary data. Authors are encouraged to highlight the innovative aspects of their methodologies and showcase the impact of their research on various industries.

Other details: Paper presentation time is 20 minutes plus 10 minutes for Q&A. Total time is 30 minutes.

In addition we will plan to have extended networking times during coffee and lunch breaks.

Submit your paper ideas on our online form:
<https://www.ephmra.org/paper-submission-form>

Registration

All speakers will need to register and pay the full price for a meeting ticket – we are not able to offer complimentary places. Agency ticket prices will be 450 swiss francs + 8.1% VAT for agency delegates and there will be Industry delegate ticket packages. All speakers must present in person. There is no facility to be present on the day via a zoom link (or similar).

