

## Incite Marketing Planning awarded AURA Commercial Acumen, Sunday Times Top place to work and welcomes new joiners

In March 2017 Incite celebrated winning the coveted Commercial Acumen award at AURA (the Association for Users of Research Agencies) for the third time in the past 4 years. With both nomination and voting being decided independently by over 700 client-side researchers, we were delighted to have been nominated and to win it again. We would like to thank those who supported us and also congratulate all the other agencies who were recognised this year.

In February 2017 we were also very proud to be recognised in the Top 50, as one of The Sunday Times' Top 100 Small Companies, improving on our last year's position as one of the Top 100. Meet our new joiners!



**Katie Joyner** joined in April as a Principal, having worked both agency (Kiosk and Cello Health Insight) and client side (Leo Pharma) previously.

Katie is an expert qualitative researcher with a particular interest in patient research and digital approaches to connect with patients and healthcare professionals. Prior to entering the world of pharmaceutical market research Katie

studied Natural Science with a focus in Pharmacology. Katie is passionate about inspiring client action by bringing the world of the customer to life.



**Ellie Biggs** joined in July as an Associate, from Ipsos and prior to that Cimigo and Hall & Partners. She brings with her expertise in both qualitative and quantitative research techniques across a range of therapeutic areas. Ellie holds a degree in Biochemistry and completed a placement year at GSK. With her passion for understanding the disease area and the science behind it, Ellie is dedicated to delivering insights that unlock opportunities for her clients and improve outcomes for patients.

## New Starter at The EarthWorks Insights

TEWi are delighted to announce an expanding team with the addition of a Graduate Research Executive. **Surita Gangarh** has joined having completed a BSc Psychology degree from City, University of London. Specialising in Behavioural Economics and Health Psychology, her dissertation explored the effects of mindfulness meditation on behavioural indications of mind-wandering, using a selective attention response task. The aim of this project was to clarify the relationship between mind-wandering and mindfulness meditation,

and the benefits of using a straightforward single activity to reduce mind-wandering. Previously, Surita worked as a Community Support Volunteer for Victim Support which enabled her to gain an insight into journeys of individuals in need by providing practical and emotional support. This background has stimulated her interest in patient research and greater exploration of understanding behaviours in the patient journey. Surita is also working alongside the wider Earthworks digital team to produce patient support programmes built on the customer insights derived from our robust market research studies. As specialists in patient research we are delighted that we can provide Surita with the right opportunities to pursue her ambitions and interests!

## New Addition to SERMO

SERMO, the leading global healthcare professional polling company and doctor-only social network, is pleased to announce a new team addition. J.R. Hermann, previously of IMS health, joins as Vice President and is responsible for helping clients leverage the largest global database of physician perceptions of drugs, which SERMO recently made available.

## BHBIA Winter Seminar

Friday 1st December 2017

Royal College of Practitioners – 30 Euston Square

10.00-13.30 followed by Christmas lunch



The Pharma of the future will no longer survive on bringing solely a product to market: healthcare systems are increasingly seeking value in which the clinical strength of a product is just one element. Technology is moving at an exponential pace in all sectors, offering solutions to problems that were never thought possible. Even the likes of Apple, Google, Microsoft, Amazon and Samsung are entering the pharma arena, with their significant cash reserves, innovative cultures and marketing clout – yet many would argue Pharma R&D is not embracing tech in spite of these non-traditional competitors threatening the landscape.

We are increasingly seeing business intelligence dipping into non-clinical territories – be it web marketing, patient apps, healthcare wearables, or artificial intelligence – and the trend looks set to see this potentially becoming a key area of future focus for us all.

The aim is to get us all thinking about potential new areas of interest, about how our skill sets may need to evolve in the future, and whether our futures as insight providers will be in Google Pharma, or in traditional Pharma? How is technology going to affect our sector in the future, where is Pharma in embracing this technological journey, and where are the opportunities to benefit from this shift?

A certainty on the day is a very festive lunch and a chance to get together with friends and colleagues during and after the seminar.

We look forward to welcoming you on the 1st of December!