

As in previous years, we are delighted to continue our support for the BHBA in 2018 with different initiatives, starting with **Yuliya Fontanetti** (member of the BHBA Ethics and Compliance Committee) leading on effective communications on GDPR at several BHBA seminars and training courses last year; and **Katy Irving** co-presenting a session about using behavioural science to explore real potential beyond 'whizzy' digital offerings at the BHBA conference 2018. In addition, we were delighted to be shortlisted for two of the prestigious BOBI awards and look forward to submitting more entries again this year.

Teams shone a spotlight on CAR-T cell therapy by successfully hosting a live webinar with five Key Opinion Leaders (KOLs) from around the globe, published several free podcasts and continued our quest for uncovering new innovations and conducting self funded studies to pilot new ideas.

Last year saw the introduction of the HRW Graduate Academy and we welcomed four new graduates to the team, based at our offices in London (**Abigail Graham, Greg Hyatt, Francesca Cooper** and **Caitlin Reddix**). We have also welcomed a new Global Head of HR (**Laura Buckingham**). We also expanded our US team with the addition of **Mia Bedford** (Research Manager) and were proud to be promoting a third of our workforce last year, in recognition of their hard work and commitment to the business.

On a personal level, there were more reasons to celebrate! We welcomed back **Caitlin Davies** and **Robyn Laurie** from maternity leave and congratulated **Sesha Sondur** and **Mat Roberts** on the birth of their first son and daughter respectively.

Some highlights of 2018 included HRW company days themed 'Wellbeing the HRW way' and 'Stepping back in time', celebrating 17 years of HRW and Accessing Reality, the move of our London team to offices near the Tower of London, the launch of our new website, supporting charities close to our hearts including *Medicins sans frontiers* (Doctors without borders) world hepatitis day, mental health day, brain cancer and genetic disorder research.

Impact Health

It's been a busy year at Impact Health! We continued to grow our therapy area expertise and our team is on the move, too, with **Rebecca Smith** promoted to Senior Research Executive and **Olivia Brickman** also joining at the SRE level, both in Autumn. The coming year holds more exciting and challenging projects, as well as a re-branding of the entire Impact group, rolling out in the Spring. We look forward to helping our clients thrive in the year ahead!

Incite Marketing Planning wins MRS Healthcare Research Award, will be speaking at upcoming healthcare conferences and is part of a new connective

We were delighted to have won the MRS Healthcare Research award in partnership with Nestle Health Sciences in December 2018. Working together, we were able to tackle a commercial challenge that led to significant business impact which was recognised by the MRS. Many congratulations to all the other MRS winners and nominees.

We are also looking forward to presenting at both the BHBA conference and the EphMRA conference in 2019. At the BHBA conference, we've partnered with our sister company Edit to discuss our paper 'Innovation and Customer-Centricity: What Pharma can Learn from Consumer'. At the EphMRA conference, we'll be collaborating with our client Celgene on the topic "Implicit insight into prescribing in relapsed and refractory Multiple Myeloma" and will be sharing learnings from a self-funded study.

Incite Marketing Planning is part of a new Connective: announcing Kin + Carta

We are excited to announce that we are now part of a more integrated group of leading marketing services companies with a new way of doing business: a way that's designed to meet the challenges that so many clients are facing today, disruptions and opportunities brought about by developments in technology, digital and the application of new burgeoning data sources. To reflect this new chapter in Incite's history, our group has a new name: Kin + Carta (formerly St Ives Group).

Cristiana Carata née Artenie joins P\SL Group as Director, Instar Europe



Cristiana Carata née Artenie joins P\SL Group as Director for Instar Europe, a role that will see her strengthen as well as develop new

key relationships with European pharmaceutical companies. She will closely collaborate with industry market research, business intelligence and brand teams to develop solutions that answer their pressing tracking and testing needs.

Building on a multidisciplinary background in marketing, management and sociology, Cristiana spent over a decade working with global pharmaceutical companies across a wide range of therapy areas and methodologies in established and emerging markets – initially in academia and subsequently agency side with Synovate and Adelphi Research.

Cristiana is a dual researcher trained in both quantitative and qualitative primary research, experienced in applying behavioural economics and cognitive science principles to augment brand performance and improve healthcare.

During her career, Cristiana has taken the lead role in developing positioning, sales force effectiveness and behavioural science solutions and she has partnered with major pharmaceutical players, supporting them with business insights, brand planning, pipeline prioritisation, forecasting and regional implementation.

Commenting on her appointment, Cristiana said: "I am thrilled to be joining the vibrant team from Instar Europe at such an exciting time! Instar's innovative solutions and focused approach saw the company grow significantly over the last few years and my aim is to support this current trajectory by working with experienced, passionate and technology oriented teams to inform and enable effective commercial decision-making.

Today's competitive landscape requires deep understanding of how the current performance has been achieved and why the brands and portfolios have generated existing perceptions and behaviours.

Instar's solutions offer brands the ability to understand and optimise their competitive edge."