EphMRA Celebrates 50 Years' Service to the Healthcare Market Research Industry

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EphMRA, the European Pharmaceutical Market Research Association, this year celebrates its 50th anniversary.

Founded on May 5th 1961 â€“ the result of ameeting betweenrepresentatives of fourteen research-Â--orientated European-Â--based pharmaceutical companies â€“ EphMRA is the representative body for the European healthcare market research industry.

Fifty years on from its inauguration, EphMRAâ€™s size and influence is such that its membership now includes practically all major pharmaceutical companies worldwide, along with a significant proportion of its marketresearch suppliers.

To achieve its vision of â€˜creating excellence in professional standards and practices to enable healthcare market researchers to become highly valued business partnersâ€™,

EphMRA offers a wide range of initiatives and services.

These include:
â€¢ The Anatomical Classification of Products (covering all products in all therapeutic categories worldwide)

â€¢ The EphMRA Code of Conduct (specific to healthcare market research and continually updated)

â€¢ Six member-led committees (harnessing and cascading knowledge on all common issues)

â€¢ A widely-praised industry training programme (delivered both face-to-face and online)

Commented EphMRA President, Rob Haynes:
â€œWhen EphMRA first came into being, market research was in its infancy. Now it plays a critical role in guiding companiesâ€™ tactical and strategic decision-making. As the role of market research has changed, so too has the role of EphMRA.
Today, we exist to help equip healthcare market researchers to be highly valued partners to their businessesâ€•.

EphMRA will officially celebrate its achievements at this yearâ€™s EphMRA Annual Conference â€“ â€˜Stepping it Upâ€™ â€“ in June 2011.

For more details on the background of EphMRAâ€™s formation and its main activities today, please visit http://www.ephmra.org/about-ephmra/50th-anniversary.aspx

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