

## consultants' newsletter Summer 2010

### hartengroup in the news

*Pharmaceutical Marketing Europe*, May/June 2010

#### **Gaining a Fuller Picture**

By Karen Lenoir, ParagonRx International LLC

More and more companies are discovering that 'ethnography' or 'observational studies' - watching people do things - is making a significant impact on new product development and marketing.

Ethnography differs from traditional market research because it is conducted in the setting where the activities and behaviours actually take place. As a result it uncovers what people actually do versus what people say they do, it highlights activities and behaviours someone may be unaware of and there is no formal question/answer format.

The method can be particularly useful to look at current care processes including patient flow and probe barriers to product adoption including the behaviours, tools and materials which could be used to overcome this.

This article explores how this relates to the pharma industry and whether observational studies can improve your marketing.

This article can be found on our website at <http://www.hartengroup.co.uk/media-centre/articles/>



*Pharmaceutical Consultation Expertise*, May 2010

#### **How Will Personalised Medicine Have an Impact on Clinical Trials?**

by Dr Abel Ureta-Vidal

How can genomics have an impact on the management of your clinical trials? With the growing understanding of genetic code within personalised medicine, could this signal a change in the size and scope of clinical trials? What does this mean for the pharma industry and the patient?

Personalised medicine is a current buzz word but what does it actually mean? Some say it has the potential to affect the entire landscape of our healthcare system - over the next ten to 20 years. This article looks at the challenges this will pose for the future.

This article can be found on our website at <http://www.hartengroup.co.uk/media-centre/articles/>

### authoritative articles – process guidelines

As some of you will be aware, Harten Group has produced a number of authoritative articles over the years in collaboration with our clients and consultants. This has resulted in a streamlined method which seems to work!

To help future collaborators on articles - and encourage those of you who may be interested and would like more information - we have produced a set of guidelines, listing the steps involved and time commitment at each stage.

These guidelines can be found on our website at

<http://www.hartengroup.co.uk/resources/files/ArticleSteps.pdf>

## online journals

We are constantly reviewing the publications we target with our news and articles, including online titles.

It would be interesting to receive your feedback on which online titles you read and how you rate them in terms of interest and credibility. We can then use this information to select which online publications we approach with our material.

Please send any feedback to Liz Radley – email: [er@hartengroup.co.uk](mailto:er@hartengroup.co.uk). Thank you.

## events

*Recent event:*

### “Dip Pharm Med 10”

Module 10 of the Diploma Course In Pharmaceutical Medicine marks the end of two years of training for new physicians to the industry.

As a physician who has been in the industry since 1988, Vernon Harten-Ash was asked to share, humorously in an after dinner talk, tips and suggestions for a successful career in the industry with the newly trained doctors. Elements included the importance of working abroad, the value or not of an MBA, the variety of roles available to physicians over a 10–20 year horizon, the incidence of Mergers and Acquisitions and the need for personal due diligence.

In order to gain initial interest in the talk and demonstrate empathy with the students, Vernon used this picture to show how they might now feel, as they leave the course and embark on their new adventures....



*Forthcoming events:*

### **BrAPP SYWAJ – October 2010, RCPATH (postponed from June)**

We have been advised that this event, originally due to take place in June, is to be postponed to October (date to follow). We will be attending this event, so if you are planning to be there, please come along and say ‘hi’. It would be great to see you.

### **Harten Group Summer Scientific Client Event – Thursday 1<sup>st</sup> July**

We are delighted to have been given special access to the Wellcome Trust Sanger Institute just outside Cambridge. We have arranged for our guests to have a tour of the facilities combined with a tailored presentation suitable for industry specialists on the Institute’s current activities.

We are overwhelmed with the interest shown by our clients, so much so, we now find ourselves over-subscribed! We are hoping to be able to repeat this event, perhaps later in the year for our consultants (you). Will keep you posted!



## Reward points

Summer has arrived! For those consultants who have accumulated 500+ points, we are offering a high quality handmade picnic basket (produced under the Fairtrade and social welfare policy).

Made from full buff washed willow with leather clasp fastening and hinges, this basket includes:

- 2 knives, forks and spoons
- 2 china 7" side plates
- 2 wine glasses.
- 2 wine sections with bottle opener.



We will be contacting those eligible in due course.

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