



中国信息协会市场研究业分会医药专业委员会（CphMRA）
2019~2020 工作计划暨管理委员会成立（草案）

2019年10月23号

南京

CphMRA 简介

- 中国信息协会市场研究业分会医药专业委员会（CphMRA: China Pharmaceutical Market Research Association）是中国信息协会市场研究分会下的专业委员会，成立于2009年。
- CphMRA是打造医药数据、信息情报、商业智能、数据驱动多渠道营销、市场分析与洞察、决策咨询领域的专业平台，由制药企业及医药行业数据信息服务，市场研究咨询供应商志愿参与，集体决策共同发挥行业协会组织功能。CphMRA还承担更多的行业职能，包括：完善行业标准，制定行为规范，发布技术操作指南、进行从业资格认证与培训，发布行业趋势研究报告，促进行业交流以及提高行业整体水平等。

CphMRA 2019~2020 工作计划

项目	工作内容	时间	负责人
协会管理	成立CphMRA 管理委员会和专业工作组	2019.10	
	通过CphMRA 2019~2020年工作计划以及预算	2019.10	
	对外宣传：公众号 网站	2019-2020	
对外合作	签署CphMRA与CHIBDA战略合作框架协议	2019.10	
	签署CphMRA与HLT战略合作框架协议	2019.10	
	与EphMRA开展战略合作探讨: 会议/培训/标准	2020	
会议	第八界医药决策科学峰会暨CphMRA 2019 年会	2019.10	
	2020医药大数据学会年会-企业分会	2020.q2	
	2020 CphMRA大数据与决策支持论坛（上海）（北京）	2020	
标准	2020 CphMRA大数据与市场研究 沙龙（上海）（北京）	2019-2020	
	中国医药大数据应用白皮书2019版	2019.10	
	大数据时代医药数据信息手册2019版	2019.10	
	商业智能软件在医药领域的应用评价白皮书2020	2020	
	人工智能算法模型在医药市场预测的应用指南 2020	2020	
	医药市场调研的市场公平价格FMV 2020	2020	
	CphMRA大数据与真实世界洞察培训（北京）（上海）	2020 q1	HLT
	CphMRA市场洞察/预测/培训	2020 q2	

EphMRA Board

The management of the Association is undertaken by the Board, which derives its authority from the members, and is responsible for fulfilling the objectives of the Association having regard to the decisions taken by the members at the Annual Meeting.

The Board comprises the following members:

- President
- Vice President
- Past President
- up to 5 Industry Board members
- up to 5 Agency Board members
- Treasurer and General Manager (non voting)

Up to 5 Agency members may be appointed to the Board. The number of Agency Members appointed to the Board needs to be equal to the number of Industry Board members.

The term of office is 1 October to 30 September the following year. Vacancies are advertised to the membership and candidates asked to come forward - the voting for the Industry members takes place at the Annual General Meeting and voting for the Agency members on the Board takes place by email.



Karsten Trautmann
Merck KGaA
Board Industry Member,
President



Thomas Hein
Thermo Fisher Scientific
Industry Member, Past President



Charles Tissier
Treasurer (non voting)



Bernadette Rogers
General Manager (non voting)



Marianne Fletcher
Pfizer
Board Industry Member



Nicola Friend
AstraZeneca
Board Industry Member



Gabi Gross
Thermo Fisher Scientific
Board Industry Member



Manuel Guzman Martin
bioMérieux
Board Industry Member



Richard Head
Research Partnership
Board Agency Member



Amr Khalil
Ripple International
Board Agency Member



Stephen Potts
Elma Research Ltd.
Board Agency Member



Xander Raijmakers
Eli Lilly Nederland BV
Board Industry Member



Marcel Slavenburg
SKIM
Board Agency Member



Christophe Van der Linden
suAzio
Board Agency Member

EphMRA Committees: Each Committee liaises with the EphMRA Board.

Committees	overview
Classification Committee	Developing and improving the Anatomical classification system in line with changes in pharmaceutical markets
Data and Systems Committee	Ensure databases & systems provide the best suitable platform to do international secondary market research
Ethics Committee	The Ethics Committee is supported by: Catherine Ayland, Ethics Consultant
Forecasting Forum	The Forecasting Forum is open to all members and is a discussion group – exchanging ideas and sharing best practice. Those in the Group work in Forecasting (its not a group to learn about Forecasting).
Learning and Development Committee	The Committee supports the training needs of market researchers in the international healthcare research arena
Fieldwork Forum	Vision: To establish a unique forum of mid level Pharmaceutical researchers, comprising both full and associate members
Devices and Diagnostics Group	Devices and Diagnostics Group
New Form Codes Committee	The main objective of the NFC is to maintain an international uniformity of the coding structure for the audits and the databases, it is important that the classification remains simple and easy to understand.



CphMRA 管理委员会成立 2019~2020

管理委员会	人数	名单	选举/任命
主席	1 人	王威/Bayer	
名誉主席	1人	马素峰/方括	
副主席	5 人	李征/Kantar; ; 郝一鸣/HLT; 刘杰/Gilead; 薛林同 / 法伯	
秘书长	2 人	夏若冰/HLT; 李黎/辉瑞	
副秘书长	5 人	Jessica/策知易; Rita / 健康通; 曹婷婷/Bayer	
制药企业委员	20人	郑灏/赛诺菲; 张晖/辉瑞; 严浩瑄/BMS; 李晶/GSK; 张雪君/AZ; 杨Lydia /杨森 Savvy /MSD; 董继文/诺华; /礼来; 徐帆/武田; 王嵘/卫材 ; 尤洁/施维雅; Linda/罗氏; Lisa/复星; Sally/UCB	
咨询公司委员	20人	/Kantar; /IQVIA; /方括研究; /Iposos; /健康通; /法伯Pharbers ; /药学会; /策知易; /医脉通; /普瑞快思; /凯帕斯; /英智达; /博睿同信; /欧逸; / Lingberg	
理事	10人		
总经理	1 人		任命
财务	1 人		任命

CphMRA 专业组

专业组	组长 2人 （来自甲乙双方）	成员单位
对外联络/战略合作		
数据驱动多渠道营销		
医药大数据与真实世界洞察		
商业智能与数据可视化		
高级分析与人工智能算法模型		
市场数据		
市场调查		
竞争情报与行业研究		

CphMRA 2019~2020 预算

收入	第八界医药决策科学峰会暨CphMRA 2019 年会	
	赞助 参会费	Aa bb
	中国医药大数据应用白皮书2019版	
	版权费	
	CphMRA大数据与真实世界洞察培训	
	培训费	
	CphMRA 会员费	
	会员费	
	2020 CphMRA大数据与决策支持论坛	
	参会费	
支出		



C^{ph}MRA

携手共进，创新共赢！