



Who are we?

Blueprint Partnership is an international pharmaceutical marketing research agency. We work with clients such as AstraZeneca, GlaxoSmithKline, Pfizer, Novartis, Bayer Schering, Novo Nordisk and many more.



What we do?

Our core expertise lies in providing strategic advice to help product teams take more targeted, specific and profitable decisions about their global marketing strategy.

In line with these strategic capabilities we largely concentrate on products that are in the pre-launch phase of their life cycle ...

... and typically conduct studies to support business objectives such as evaluating new product development opportunities, identifying profitable target groups and establishing the most effective communication approaches for positioning strategies.



How we do it?

We meet these objectives by conducting interviews with health care professionals, patients and key opinion leaders on an international scale.

This feedback, together with an in-depth knowledge of the pharmaceutical industry and a wide variety of clinical indications, enables us to deliver strong business recommendations to our clients.

We **DO** provide a premium service to our clients that includes strategic marketing recommendations

We **DO** perform both qualitative and quantitative studies

We **DO** use a variety of methodologies for a range of clinical indications

We **DO NOT** interview consumers on the streets

We **DO NOT** perform secondary (desk) research

We **DO NOT** just conduct fieldwork (interviews) only

What is a typical marketing research project?



Project Process

There is no such thing as a 'typical' project – each study has its own specific objectives & challenges and therefore each study is designed specifically to meet the needs of that particular project and client. However, all projects tend to follow the same broad approach:

Proposal – When a client approaches us with their research needs, we prepare a detailed proposal of our recommendation of how best to meet their needs. This typically covers our understanding of the disease area and their business problem, our recommended research methodology & sample, project timelines, costs and our team that would work on the study.



Design – Once the project has been commissioned, we go through the set up & design phase where we have detailed discussions with the client team and design the interview materials such as the screener (the selection criteria for respondents to be included in the research) and the discussion guide or questionnaire.



Fieldwork – This is the phase during which the interviews with health care professionals &/or patients take place in each of the selected countries. Interviews for qualitative research are open discussions between an interviewer and the respondent that are conducted face to face or over the phone. Quantitative interviews usually involve a structured questionnaire which is self completed by the respondent over the internet.



Analysis – When all the interviews have been completed, the project team receives the raw information or data ready for analysis. For qualitative research this takes the form of verbatim transcripts of the interviews that took place, which then need to be read and interpreted. For quantitative research this takes the form of numerical data that need to be processed and analysed.



Presentation – After the project team have done the analysis and have a clear understanding of the key findings, this is then put together in the form of a PowerPoint presentation. These findings are presented back to the client team.

The timeline for each project varies depending upon the size & complexity of the study but on average most projects last between 2 - 3 months. Each project is assigned a team of researchers, typically consisting of a Director, a Project Manager and a Research Executive. A Research Executive can typically expect to be working on 2-3 projects at any given point in time - these are likely to be for different client companies, in different disease areas and using different methodologies to address different marketing objectives.

Type of projects

Blueprint conducts research in a wide range of therapeutic areas, but we have particular experience in:

- Oncology
- Diabetes
- Auto-immune disease (such as rheumatoid arthritis and multiple sclerosis)
- Cardiovascular disease

In addition, we conduct research amongst a range of stakeholders including:

- Specialist physicians (e.g. oncologists / endocrinologists / pulmonologists / surgeons etc.)
- Primary care physicians (e.g. GPs)
- Nurses
- Key Opinion Leaders (e.g. high level, specialist physicians who are the top global experts in their field)
- Patients &/or their caregivers.

Case study — Patient ethnography study



- Study type:** New product development
- Product:** Devices
- Indication area:** Diabetes
- Approach:** Patient ethnography (observational research)
- Countries:** France, Germany, US
- Sample size:** n=25



The Objectives

With a new 2-in-1 combination injection for the treatment of diabetes in the pipeline, our client wished to understand how diabetic patients currently manage when having to take two separate injections of two different drugs. The objective was to establish the benefits & unmet needs that their unique combination device could fulfil.

Blueprint Solution

A seven day patient video diary to record the administration of all injections and a pen & paper diary to capture how they felt about their injections each day. This was further supported by an initial briefing interview to identify the patient’s demographics and background information and a final de-briefing session to probe further on reasons for specific behaviours and difficulties experienced throughout the week.

The Results

Utilizing a mixed approach of diaries and interviews enabled us to provide the client with a rich depth of information about patient behaviours when administering a dual-injection therapy. Observing the video diaries allowed us to identify behaviours that are often subconscious to the patient and therefore unlikely to be discussed during an interview. In addition, the interviews allowed us to probe on the patient beliefs & reasons for specific behaviours that were not explained during the course of the video diary.

The study provided the client with the most insight into how the patient population truly managed their treatment and was well received by the team — particularly as the findings were brought to life by a 20 minute edited video of real life patient experiences.

Majority of respondents were supportive of a combination device due to the reduced injections

The benefits of a combination are driven by a reduced number of injections

- Shorter preparation time
 - Easier to prepare in bed/side cabinets
- Easier to remember
 - Most likely to mention outside of all injections completed in the morning
- Fewer devices to manage
 - Easier to transport
- Less chance of confusion
 - You wouldn't have to carry around the case over the night and all the accessories that come with them, etc.

Some practical and logistical considerations were highlighted

- Complications of combining fixed dose Byetta and variable dose insulin
- Difference in timings of injections
- Belief that different medications must be injected in different sites
- Medications produced by different manufacturers
- Size of dose of combined injection

I don't know if this is possible ... they are not manufactured by the same lab, these are not similar products, they do not have the same effects ... and it would be highly complicated as this should be adapted to every patient case. (P2)

Patients tend to have a well practiced routine when it comes to their injection regimen

"Every morning at 8 o'clock I measure, take the two injections from my bedside cabinet ...

... I first of all take the Byetta injection as this one is the most fiddly to actually use ...

... next I take the Lantus and inject that - that one is quite easy"

Patient 5, 78 years old

Case study — Target product profile development with Key Opinion Leaders (KOLs)



- Study type:** Target product profile development
- Product:** Immuno-modulatory therapy
- Indication area:** Rheumatoid arthritis (RA)
- Approach:** Key Opinion Leader (KOL) interviews
- Countries:** France, Germany, Sweden, The Netherlands, UK and US
- Sample size:** n=15



The Objectives

With a new product in development for the treatment of rheumatoid arthritis (RA), our client wanted guidance on what their target product profile (TPP) would need to look like to achieve widespread use within the suggested indication. *(The TPP sets the benchmark for what the product needs to achieve within clinical trials for the product to be commercially viable)*

Blueprint Solution

To conduct 60 minute telephone interviews with the top 15 global Key Opinion Leaders in the field of RA. *(KOLs are high level physicians who are considered as experts within their field & are regularly consulted by pharmaceutical companies to guide their clinical trial programs. Discussions with KOLs are often very detailed and scientific, requiring the moderator to have a good understanding of the indication area in order to guide the discussion)*

The Results

KOLs are the ideal target group to hypothesize on future advancements within their therapy field and to outline areas that product teams should consider during the development of new therapies. Talking to these respondents ensured that we were able to provide real insight into considerations for trial design, what minimum performance levels the product would have to achieve & the potential of the product in terms of how it would fit into the future treatment pathway.

“ I was extremely happy with the way the study went. I felt that Blueprint were able to offer real expertise not only as far as market research is concerned but also in the actual understanding of the disease area. Certainly when it comes to RA, I now think of Blueprint as “strategic consultants” not just market research experts. ”

Decisions on potential usage are not driven by Total Sharp Score or HAQ

- Reduction in Total Sharp Score cannot be superior to anti-TNF α/TxL, because this would suggest the patient was effectively "healed"
- Comparable reduction in TSS is reassuring to see but does not drive decisions on prescribing
- There is a correlation between HAQ score and achieving clinical remission (if remission is achieved, HAQ score increases)
- Although desirable to have superior HAQ scores, comparability would not limit usage because this is not a key driver in itself

Quotes from KOLs:
 "I think the key is not to have a total sharp score that is better than what you can get with TNF inhibitors... it's not about the number, it's about the clinical response" (KOL, US)
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Spontaneous descriptions of 'tolerisation' by KOLs are in line with immune tolerance statement

- KOLs spontaneously highlighted immune tolerance as a key concept in the discussion
- The key message confirmed that low tolerance for inflammation would not be a key driver in itself
- Although, there is a highlight that there is no current evidence of immune tolerance in RA
- Agreement that in support of developing drug can achieve immune tolerance

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Case study — Identifying the potential market share of a new product in development for Multiple Sclerosis



- Study type:** Market share potential to feed into sales forecasting
- Product:** A monoclonal antibody
- Indication area:** Multiple sclerosis (MS)
- Approach:** Quantitative, 45 min internet interviews with conjoint methodology
- Countries:** US, France, Germany, Spain, Italy
- Sample size:** n=400



The Objectives

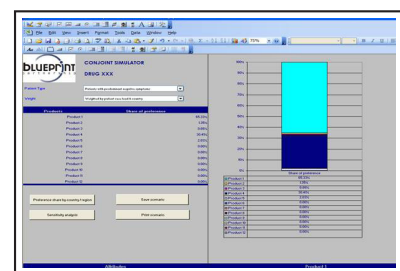
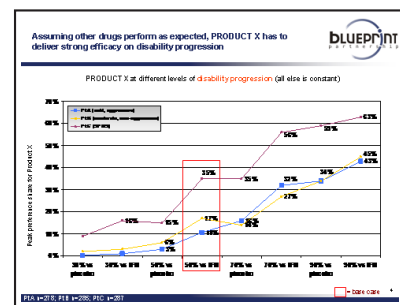
With a new product in development for the treatment of multiple sclerosis (MS), our client wanted to understand the potential uptake and market share for the product and its likely competitors in order to feed into their sales forecasts. In addition, they wanted to understand how different clinical trial results & development scenarios would impact on the potential market share that could be achieved.

Blueprint Solution

45 min, internet study among neurologists to quantify the likely uptake & usage of the product and its competitors. In addition, the interview involved a trade off exercise using a methodology known as Conjoint. This involves a series of assimilated prescribing choices where the physician has to select their preferred product out of 3 randomly generated profiles which are based on the range of possible product characteristics and performance levels that could be achieved in clinical trials.

The Results

The outputs of the study gave our client clear direction on the potential of their product in different target patient groups assuming it performed as expected in clinical trials. We also provided an Excel based model that allowed our clients to change the profile of their drug as clinical development work progressed and see how this impacted on potential market share (i.e. if trial data showed that the drug reduced the rate of relapse by 50% instead of the assumed 40%, or if the drug could be delivered by an oral administration route instead of an intravenous infusion etc.)



What can you expect at Blueprint?



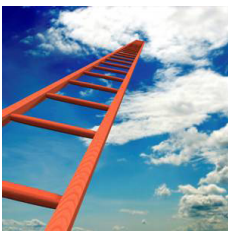
Founded in 2005, Blueprint Partnership is a privately owned company that has seen consistent growth and an increasing client base year upon year. We have grown from a couple of initial employees to a team of approximately 15-20 and counting.

We pride ourselves on offering our staff:

- A professional yet relaxed and friendly working environment
- A more flexible working style coupled with time in lieu / compensation for excessive over-time during busy periods
- Full on the job support and training
- Appropriate recognition of talent and hard work with potential for fast career progression
- A competitive salary package with annual evaluations and pay reviews
- An annual bonus based on personal objectives and company performance
- 25 days holiday per year (in addition to any time in lieu / compensation time taken) & an option to join the company pension scheme
- Team social events – including an annual weekend away to a European city, ad-hoc team lunches/dinners and a Christmas party.

All employees are encouraged to play an active role in the development and expansion of the business – everyone has a voice.

Career progression pathway:



Project Director
Senior Project Manager
Junior Project Manager
Senior Research Executive
Research Executive

We believe our staff should be recognised and promoted on the basis of ability & performance not time in service. There is a clear pathway where employees have the potential of progressing to Director level & achieving a salary in excess of £50k. While exceptional employees who have the ambition and ability can progress to Director level within 5 years, we also welcome graduates looking for a less pressured career development path as appropriate to each individual's particular needs, circumstances and abilities.

Monday

The fieldwork for my breast cancer study is starting this week so I spend the day communicating with the fieldwork agencies to ensure that everything is on track and the interview slots are fully recruited. The study is being conducted in the US and top 5 EU countries so I also have to ensure that all of the materials have been translated in the relevant countries. Later on this afternoon I have a call with the US moderator to brief them on the objectives of the study and the interview materials. Finally, before I leave for the day I will have the opportunity to conduct my first telephone interview with an endocrinologist for my diabetes study.

Tuesday

I am flying out to Berlin this evening ready to view the pilot interviews for my breast cancer study tomorrow, but first I spend the day reading through the transcripts of the US interviews conducted for another study in haemophilia. I find the analysis part of my role very rewarding as I am constantly improving my knowledge on a wide range of clinical conditions and developing my business acumen by interpreting this information to guide our client's global marketing strategy. In the afternoon I have a meeting with the project manager to discuss my findings and to see if it is consistent with their analysis of the French interviews.

Wednesday

Today I am in Berlin with the project manager of my breast cancer study, the interviews are not due to start until early afternoon so after checking emails we take the opportunity to have a quick look around the city. After lunch we head to the facility where we meet the client and their affiliates who are also viewing the interviews. We all make ourselves comfortable in the back-room behind the one way mirror and spend the afternoon and evening viewing the interviews which are simultaneously translated into English. In between interviews we get the opportunity to discuss future business opportunities with the client while the facility manager ensures we are well looked after with a choice of takeaway menus for dinner. The pilots go well and the client is very happy with the research so far.

Thursday

After a morning flight from Berlin, I am back in the office to continue working on my haemophilia study. Having completed the analysis earlier in the week, I meet with the project manager again to start planning the presentation template in terms of the key findings we are trying to communicate back to the client. Once we have a clear plan and I know what I need to focus on, I am all ready to start developing the actual presentation slides. With recruitment updates and last minute queries coming in for my breast cancer study it is vital that I am able to multi-task and plan my time accordingly. As I had quite an early start this morning and I am up-to-date with my work I manage to have an early finish and leave at 4pm.

Friday

This morning I continue with my haemophilia presentation, however an urgent request for proposal comes in from a client and I offer to help with the background slides for this. I spend the afternoon researching information on chronic obstructive pulmonary disease and the current treatments available. I will now need to make sure I have some extra help to get my haemophilia presentation finished at the beginning of next week as we are presenting it to the client on Thursday morning. I speak to the planning coordinator to ensure I have some extra resource on Monday and Tuesday to make sure I don't miss the deadline. Once I'm confident that my workload for next week is manageable, I join some colleagues for a drink after work.

What skills and abilities are needed to work at Blueprint?



We do not expect Research Executives to have any specific experience of marketing research or the pharmaceutical industry as we can train you in these areas. However, we do expect potential Research Executives to be able to demonstrate the following skills and abilities:

- Ability to work under pressure
- High level of pro-activity, initiative & organisation
- Strong written & verbal communication and presentation skills as appropriate for a client facing role
- A strong team player but with the ability to work autonomously
- Attention to detail & quality focused
- Ability to multi-task & manage your own time
- Strong analytical & interpretation skills
- Ability to understand complex scientific information / medical conditions while also gaining an appreciation of marketing principles & the pharmaceutical industry
- Numeracy – ability to work with quantitative data albeit with support from our in house statisticians
- Computer literacy, especially Microsoft Office applications such as PowerPoint, Word, Excel.

A career in pharmaceutical marketing research at Blueprint Partnership will **not** be suitable for you if:

- You are looking for a 9-5 job – the nature of our business dictates peaks and troughs in workload & hence there will be occasions when you have to work additional hours to meet deadlines
- You want a graduate training program – we offer graduates on the job support & training to start making an active contribution to our business from day 1 i.e. we do not offer a 1-2 year training program with no guarantee of a job at the end of it.

Role Description

Your role will be to manage multiple marketing research studies for our clients in the pharmaceutical industry and will include a wide range of activities such as:

- Supporting the preparation of proposals for potential new projects
- Assisting in the design of the study materials
- Briefing fieldwork agencies and moderators on the objectives and logistics of the study
- Liaising with international field agencies to ensure that recruitment and interviews are conducted to a high standard in a timely manner
- Conducting telephone or face to face interviews with health care professionals in the UK or US
- Attending and viewing research internationally (primarily in Europe but also US &/or Asia as required)
- Supporting in the analysis and presentation development for each study
- Attending and contributing to client meetings and presentations.

Requirements

A 2:1 degree in Biological/Biomedical Sciences, however candidates with other degrees such as Business and/or Marketing will be considered providing an aptitude for science and an interest in the pharmaceutical industry can be demonstrated. You must be willing/able to undertake international travel as part of the role.

Location

South Manchester

Salary

£20,000 per annum starting salary

Contact

If you are interested in enquiring about any vacancies please contact Alison Golding at a.golding@blueprintpartnership.com