

BOBI Creative Fieldwork Team of the Year 2024

Background

Our client is a major UK-based network of healthcare providers. They are keen to carry out a piece of primary market research exploring how patients' experience of the primary healthcare setting might vary across the UK. Specifically, they are interested in the experience of patients living with and receiving treatment for Type 2 Diabetes.

As well as understanding general experiences from both the patient/caregiver and HCP perspective, the study would also involve testing new stimulus, proposed to be in the form of leaflets, that can be accessed at GP surgeries.

The client is particularly keen to understand how the messaging resonates across the various stakeholder groups, as well as gaining insight and recommendations as to what to adapt, if anything, to make the leaflet as impactful as possible for all patients/caregivers across a broad spectrum of socio-demographic criteria (including age, sex, sexual orientation, education, ethnicity, employment, and income levels) and the location of their primary care facility – to gauge differences in experience across the UK.

This proposal is in its infancy and our client is keen to explore all options to determine how best to fulfil their objectives for this piece of market research. Therefore, at this stage, we are interested in understanding what you would recommend and what is achievable in terms of a representative sample across the UK based on the metrics and criteria we've identified above. Our client is willing to consider a wide range of approaches provided it:

- achieves representation across all participant groups: HCPs, patients and caregivers;
- explains in detail how the different target groups would be reached;
- robustly explains how any patients or caregivers would be validated in terms of their fit against socio-demographic criteria and the location of their primary care facility.

We have a budget of £30,000 for fieldwork: recruitment, data collection and deliverables (which can be in a format of your choosing) – provided that we will do the analysis.

It is not anticipated that there will be overly restrictive qualifying criteria.

Your proposal

Please ensure your proposal:

- clearly states whether you are recommending a quantitative or qualitative approach – both are welcomed, with no specific preference, so please go with your experience;
- provides recommendations on sample sizes based on what you feel is feasible and appropriate for our market research objectives;
- explains what recruitment methodology is being used, why this approach is being recommended, and how it supports our representation and validation objectives;
- details which less well-represented groups will be included and how these stakeholders will be reached and validated;
- provides an itemised breakdown of the costs.