



best of business intelligence

Best Use of Innovation

“SurveyHealthcareGlobus is a proud sponsor of the 2020 BOBI award for ‘Best Use of Innovation’. At SHG, we are committed to forming strong partnerships with our clients through an integrated approach to problem solving – together we drive decisions that impact health outcomes. We are honoured to recognize like-minded researchers who have demonstrated a significant impact in the business direction of their valued end-clients.”

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Awarded for an innovative approach that has had a positive impact on outcomes or stakeholder interactions

Highly Commended Entries:

'Inside Out': Social Media Influencers in Rare and Invisible Conditions



Katy Irving
HRW



Emily Glass
HRW



Jaz Gill
HRW



Alex Sunnerstam
RealityMine



Anthony Shaw
RealityMine



Darren Vircavs
HRW



Ben Carlson-Davies
Insights and Engagement team: Bristol,
North Somerset & South Gloucestershire CCG

Executive Summary:

In rare and invisible conditions, digital patient influencers play an important role in sharing experience and making connections to form community. But where do patient influencers get their information from? And how do they use this information in what they post? In a self-funded study, HRW partnered with a technology company to use a novel methodology to overcome the limitations of self-report using passive measurement of digital media consumption. It demonstrated important distinctions with implications for digital research: gaps between behaviour and recollection, and between posting and influencing. With findings benefitting academic research, the digital health industry, and the NHS.

Setting a New Standard & Pace for Campaign Development



Hannah Mann
Day One Strategy



Claire Derbyshire
Grünenthal*
*now at AbbVie Ltd.

Supporting team:

Abigail Stuart, Day One Strategy

Executive Summary:

Reimagining communications research for delivery of a new campaign in record time.

Conducting 3 x 20 min Sprint sessions across 3 days to gather robust qual / quant data. Blending on and offline methods to get the best of both worlds and to leverage the time saving benefits of new technology.

Using this approach we helped build a new global narrative for our client's treatment for chronic pain. Advising them, not only on the best brand narrative, but also on key considerations for the future strategic direction of the brand – all whilst removing 7 weeks from the research process timelines.

A Different Angle Sheds New Light



Katy Irving
HRW



John Maher
HRW



Kirsty Page
HRW



Victoria McWade
HRW

Executive Summary:

A vaccines client struggled with a gap: people's awareness and stated intention to vaccinate was not reflected in uptake. Trying to understand, the team planned research with HRW. Word came that the client's global team was also in the middle of research with similar objectives. Initial results showed the same gap, but what were the behaviours underpinning it? The partnership pivoted: using applied behavioural science instead of the planned approach. Although client stakeholders were sceptical, the approach shed new light: answering long-standing questions, providing solutions and giving ideas to help the UK team to redefine their support strategy.