Creative Fieldwork Team of the Year

BOBI awards
best of business intelligence

"The Sermo Team is pleased to sponsor the 2020 BOBI Award for 'Creative Fieldwork Team of the Year'. This award closely aligns with our daily mission to bring a creative lens to fieldwork in order to deliver high-quality data for our healthcare partners, and we are proud to support and recognise these achievements within our industry."

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Awarded to a team for the most creative response to the BHBIA's 'Request for Proposal' in a fantasy tender

About the Creative Fieldwork Team of the Year Competition

This competition, now in its second year following its successful introduction in 2019, is designed to let our members' fieldwork capabilities shine. By asking teams to respond to a 'Fantasy Fieldwork' Request for Proposal, we create a level playing field where everyone has the same chance to showcase an ideal field approach, regardless of their company's actual resources or size.

This year's fictitious brief was in the area of Chronic Kidney Disease (CKD) and referenced a project to conduct research with nurses, nephrologists, urologists and patients suffering from CKD to investigate the current detection and management journey, including any barriers in self-management, the use of existing devices, and the perceived benefits of online or mobile platforms.

The brief required recruiting participants for both a quantitative study and a series of in-depth WATIs. There were some fairly complex sample breakdowns and requirements specified. Teams had to provide a detailed proposal, including costs and timelines, and were also encouraged to discuss any compliance considerations.

The brief gave plenty of scope for creativity and a few challenges too!

The BHBIA are hugely grateful to the organising team, who put in many hours of hard work to plan the format for the competition and devise the RfP, as well as the judges who gave their time and expertise to assessing the entries.

Highly Commended Entries:

Fieldwork International/Ipsos

Vicky Burke
Fieldwork International

Keshia Bowyer
Fieldwork International

Barenese Du-Pont
Fieldwork International

Alistair Bates
Fieldwork International

Vitoria Gramacho
Fieldwork International

Supporting team:
Andrea Ames, Ipsos
Julia Nurse, Ipsos
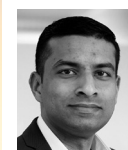
Kantar – Profiles Division

Franco Esposito
Kantar – Profiles Division

Becki Gonsalves
Kantar – Profiles Division

Medefield UK Ltd

Dharashin Reddy
Medefield

Mo Rice
Medefield

Niraj Patel
Medefield

William Parsons
Medefield

Jimmy Lam
Medefield