

# Creative Fieldwork Team of the Year

"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."



## Winning Team:

### Fieldwork International/Ipsos:



Vicky Burke Fieldwork International



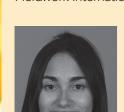
**Keshia Bowyer**Fieldwork International



Barenese Du-Pont
Fieldwork International



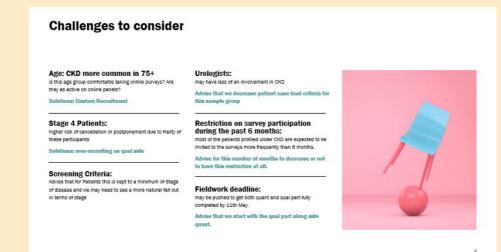
**Alistair Bates**Fieldwork International



Vitoria Gramacho Fieldwork International

Supporting team: Andrea Ames, Ipsos Julia Nurse, Ipsos

### **Extracts from the winning entry:**



### The judges said:

The judges were impressed with very well presented, realistic proposal. The relevance and appropriateness of feedback and clear breakdown of costs gave us full confidence in this agency's ability to successfully meet the objectives of, and deliver on, the brief. The suggested approach was completely appropriate to the audience. This, combined with a clear understanding of compliance questions raised by the brief, gave this entry the leading edge.

# Supporting patient safety by ensuring your regulatory requirements are met People In-house PV expertise and a network of HC compliance officers and champions providing guidance and training and ensuring the processing of AER. Employees working in pharmaceutical projects are appropriately trained for performing pharmacevigilance-related activities. Sops Standard operating procedure for AE reporting as an essential element to ensure that roles, responsibilities are clear to all parties involved. Archive/Record Retention Quality assurance Quality assurance that the AER obligations are being met.

### Overall comments from the judges:

The judges were pleased to see another strong field of high-quality entries being submitted in the second year of this award and would like to thank all the entrants for taking the time and putting in the effort to create their proposals. We congratulate the highly commended teams, whose creative responses to the brief stood out.

All the entries had different points of strength and some of the elements that the judges particularly liked in the shortlisted entries included: well thought-through and structured approaches to the brief, demonstration of depth of understanding of fieldwork techniques as well as compliance issues, value-add suggestions and realistic timelines and costs. They were pleased to see entries that challenged the brief with valid and appropriate points.

The brief changes each year, so everyone starts from a level playing field. Why not show us what you can do in 2021?