



Creative Fieldwork Team of the Year

Sponsored by



"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:

Challenges to consider

Age: CKD more common in 75+
is this age group comfortable taking online surveys? Are they as active on online panels?
Solutions: Custom Recruitment


Urologists:
may have less of an involvement in CKD
Advise that we decrease patient case load criteria for this sample group

Stage 4 Patients:
higher risk of cancellation or postponement due to frailty of these participants
Solutions: over-recruiting on qual side

Restriction on survey participation during the past 6 months:
most of the patients profiled under CKD are expected to be invited to the surveys more frequently than 6 months.
Advise for this number of months to decrease or not to have this restriction at all.

Screening Criteria:
Advise that for Patients this is kept to a minimum of Stage of disease and we may need to see a more natural fall out in terms of stage

Fieldwork deadline:
may be pushed to get both quant and qual part fully completed by 11th May.
Advise that we start with the qual part along side quant.



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



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?