

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

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Winning Entry:



Tamara Burke
Survey Healthcare Global



Simona Vilkaite
Survey Healthcare Global



Oceane Motteau
Survey Healthcare Global

Supporting team:
Kate Maul, Survey Healthcare Global

Extracts from the winning entry

Methodology Proposal:
Patients Phase I: Online Community

Why online community

- We want to have an online community to understand the patients experience with healthcare providers and hear about their diabetes journey.
- Ability to share information and experience anonymously.
- We can capture a broad range of patient locations and have more control over the segmentation on gender, age, socio-economic status, ethnicity, sexuality.
- Sharing of thoughts over a week with other patients offers support and understanding. Many patients who have completed online communities have found them a positive experience to hear from other patients.
- Being spread over a week it may prompt memories or experiences that had been forgotten previously.
- Ability to fit the online community into the patient's schedule. Flexibility to log on when it suits them.
- Ability to upload leaflets/ stimuli/photos or share links to helpful sites they may have used to manage their diabetes.
- How did their experience compare to other patients and caregivers.
- Get the patients and caregivers "warmed up" and comfortable sharing in this setting – if they go on to the face to face focus groups.
- No financial cost associated with joining the online community.
- To accommodate patients that are not able to travel to a facility due to work commitments/caregiver responsibilities.
- We can recruit far and wide to ensure all areas are covered (rural locations or smaller villages being an important aspect of this recruit).

Online community for 1 week to gather information around patient journey.

- Exploring key points via video, text, and photo uploads over 1 week. 60 minutes, approx. 10 mins per day.
- Tasks such as text chat with other community members.
- Sharing in the moment experiences.
- Day to day diabetes management discussions.
- Retrospective look back at diagnosis and the journey.
- Support received and in what form.
- Upload photos of any leaflets, information or websites directed to.
- Include links to helpful websites.
- Primary evaluation of proposed leaflet: what do they like, not like, recommendations, preferences, suggestions for improvements.

FIELDWORK IN MOTION

Winners' Statement

"We thoroughly enjoyed the opportunity to work together as a team to realise the best way to achieve the project objectives. Challenging the brief and considering all of the aspects needed to ensure a well rounded and thought out project proposal was presented."

HCP perspective:

Discovering common themes and differences around the interactions between the HCPs and patients throughout the diabetes management pathway will help to understand better how best to position the comprehensive messaging of the leaflet as well as its distribution and accessibility.

With this in mind, we suggest conducting research with an array of first line healthcare professionals, involved in diagnosis, treatment and literacy of diabetes management and prevention – to gauge the opinions and needs from every possible angle.

Given that Type 2 diabetes prevalence is highly dependent on socioeconomic status, ethnicity, and lifestyle choices, we aim to involve 5 HCP segments from different:

- regions in the UK
- practice & employment settings (GP practices in urban vs suburban areas, hospital/community-based setting, online GP services (like GP at hand), locums),
- ethnicity – of doctors and patients they treat,
- Socioeconomic status – such as richer and poorer areas.

Phase 1 HCPs – 60-minute WATIs – Total: 27 respondents

N=12 GPs (2 per region)	N=8 Specialist nurses/DNPs (2 per region)	N=4 Nutritionists/dietitians (2 per region)	N=2 Patient Association (Group leads)	N=1 Clinical communication & Patient linguistic expert (Professional adviser to live)
Primary care physician and gateway to diagnosis, treatment. Often the patients first experience with a doctor about their symptoms and eventually diagnosis.	Diabetes nurse educators work with the patients in a much more hands on way to educate, assist with suitable medicines (metformin, similar drugs or insulin) administration, and point-of-care blood glucose testing.	Patients with diabetes need to understand how foods and nutrition affect their bodies to successfully manage their blood sugar and overall health.	This key stakeholder is the nucleus of patient and HCP universe. In some cases, a patient themselves, pray to first hand patient experiences from all parts of the UK.	Vital to include in research around the communication of healthcare messaging for patients and HCPs. Their input is vital to ensure clear and relevant information is provided at the right stages during the diabetes patient journey. Successful communication can enhance patient safety and enhance patient adherence to their healthcare management plan.

Phase 2 HCPs – 30-minute SWARM Exercise – Total: 27 respondents (from previous phase)

We would suggest a swarm session to present proposed stimuli/leaflets and target consensus and test strength of conviction on leaflet resonance/preference and/or communication for diabetes patients. Rankings of attributes that are key to successful communication for patients. Biggest challenges.

Anonymous responses to potential communications.

Recruitment plan:
National panel recruitment ensuring geographical spread and segments per region, rural vs city are covered. (England, Scotland, Wales & Northern Ireland). Including PkOs to represent the patient voices they represent, vital to uncover multiple voices through one center figure for that region.

FIELDWORK IN MOTION

The judges said:

We loved the approach the winner took to working with an online patient community. It was designed to be patient-centric and ensure that the research experience would be a positive one. The approach to gaining HCPs' perspectives was equally well thought through and the timings and budget were clear and appropriate.