

# Creative Fieldwork Team of the Year

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

"With a 20+ year history of tradition and innovation, Sermo's global HCP insights power healthcare advancement – and we know that speed is the name of the game! In this spirit, we're proud to sponsor the BOBI Award for Creative Fieldwork Team of the Year, supporting and recognising the achievements of others in our industry."

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## Finalists:

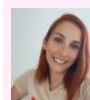
### About the Creative Fieldwork Team of the Year Competition

This award challenges teams to respond to a 'fantasy RfP', a fictional yet realistic client brief. This format ensures a level playing field, allowing all teams to showcase their creativity, logistical expertise and understanding of real-world recruitment challenges, regardless of their company's size or resources.

For 2025, the fictitious brief focused on patients living with glaucoma and the specialists managing their care. Teams were asked to design a robust quantitative or qualitative fieldwork approach, meeting detailed recruitment targets across the UK and considering respondent experience. They were also expected to advise on logistics, incentives, screener design and compliance. Submissions demonstrated the creativity, rigour and practical know-how that underpin successful fieldwork and recruitment.

The BHBIA thanks the organising team and judges for their expertise and time, and all entrants for showcasing the outstanding fieldwork talent in our industry.

### Finalist Teams:



**Laurie Chardon**  
Exafield



**Nicolas Occhipinti**  
Exafield

#### Supporting Team:

**Sara Mahvi**, Exafield  
**Madiha Shahid**, Exafield



**Carly Brown**  
Liberating  
Research Ltd



**Nino Hunter**  
Liberating  
Research Ltd



**Dave Watkins**  
Liberating  
Research Ltd



**Maria Ashraf**  
Acumen Field Ltd



**Liz Diez**  
Acumen Field Ltd



**Alan Shirley**  
Acumen Field Ltd



**Becki Pickering**  
Acumen Field Ltd



**Lucy Doorbar**  
LDA Research Ltd



**Rachel Barnes**  
LDA Research Ltd



**Susana Londono**  
LDA Research Ltd



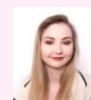
**Viviana Horwood**  
LDA Research Ltd



**Tamara Burke**  
Survey Healthcare  
Global



**Simona Vilkaite**  
Survey Healthcare  
Global



**Sarah Muir**  
Survey Healthcare  
Global



**Oceane Motteau**  
Survey Healthcare  
Global

#### Supporting Team:

**Kate Maul**, Survey Healthcare Global