BOBI AWARDS 2024

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 Creative Fieldwork Team of the Year Award 2024, supporting and recognising the achievements of others in our industry."

Finalists:

About the Creative Fieldwork Team of the Year Competition

This challenge 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 size or resources.

This year, our fictitious client was exploring the experience of patients living with and receiving treatment for Type 2 Diabetes and how this might vary across the UK. Teams could choose whether to respond to the qualitative or quantitative section of the brief. In both cases, they had to achieve representation across all participant groups and robustly explain how participants' socio-demographics and location would be validated. Entrants provided a detailed proposal, with costs and timelines demonstrating their creativity in executing the fieldwork.

The BHBIA is grateful to the organising and judging team, who put in many hours of hard work to devise the RfP and assess the entries. We also thank all the entrants for taking the time to showcase their expertise and creativity.

Finalist Teams:

Michael Burnill
Research Partnership

Larissa Christofoletti McAffer
Research Partnership

Jenny Rumble
Research Partnership

Rebecca Blaeford
Research Partnership

Paddy Christopher
Research Partnership

Adam Clayton
Research Partnership

Pratik Chugh
All Global

Ferruccio Guglia
All Global

Tushmi Bhardwaj
All Global

Hannah Brown
M3 Global Research

Laura Haxton
M3 Global Research

Marc Fueri
M3 Global Research

Bozhena Yordanova
M3 Global Research

Tom Pugh
M3 Global Research

Purnopoma Bhardwaj
M3 Global Research

Supporting team:
Georgie McDonald,
M3 Global Research

Tamara Burke
Survey Healthcare Global

Simona Vilkaite
Survey Healthcare Global

Oceane Motteau
Survey Healthcare Global

Supporting team:
Kate Maul, Survey Healthcare Global