

Fieldwork Committee

Ways of Working

Committee Purpose

The BHBIA Fieldwork Committee was created in 2023, replacing the previous Fieldwork Forum which had been running for several years. Due to the increasing number of initiatives being developed by the Forum, it became apparent that a more formalised Committee should be established to help provide a clearer focus and direction.

The aim of the Fieldwork Committee is to:

- Elevate the profile of fieldwork within the BHBIA by addressing the crucial role this plays within PMR as well as the BHBIA
- Promote the highest ethical standards and best practices to foster a positive and engaging respondent experience, ensuring that insights generated from fieldwork are both reliable and actionable
- Providing guidance, support and best practices for professionals involved in the planning, recruitment and execution of fieldwork projects
- Support continuous learning and the adoption of ethical standards in fieldwork practices
- Maintaining a culture of professionalism and respect, accurately representing the voices of healthcare stakeholders with integrity

Committee Format

The Fieldwork Committee currently consists of volunteer members. Representatives may come from any sector of the membership.

The Committee has three lead members with their key roles being as follows:

- **Chair:** To set the agenda and convene the meetings. Also to monitor progress of initiatives the Fieldwork Committee is working on, to ensure they are being actioned appropriately
- **Deputy Chair:** To support the Chair in the above activities and step in if the Chair is unavailable for any meetings

- **Committee Secretary:** To set up meeting dates, capture and circulate minutes (to include progress on initiatives and planned next steps), within a week of the meeting to all team members via email

There will be the possibility to annually rotate these roles in order to encourage fresh ideas and different perspectives as well as providing members with an opportunity to step into other positions.

Ways of Working and Initiatives

Committees need a strategic focus; therefore, the number of initiatives should be limited and activities should be prioritised in order to create the greatest value or have the most significant impact. Whilst initiatives are determined by the Committee, in order to support this process an Activity Timeline will be provided for the Committee to complete and work with. This is shared with the Board for their input. All initiatives must be agreed with the Board annually.

Each initiative should have clear objectives, timings and outline the sub group involved (where relevant). The roles within any sub groups should also be clearly defined.

It is not envisaged that the Fieldwork Committee will require budget for any initiatives they wish to run, but if there is any key need, this will be raised with the Board and reviewed.

Communication

It is important that the activities of the Fieldwork Committee are communicated to the wider BHBIA membership, in addition to updating the Board during Board Meetings. This is conveyed in the following ways:

- **Committee resource page:** News articles to be created and posted on the committee's resource page within the BHBIA website and/or linked to the News and Events page. Any new ideas for this will be discussed during Committee meetings. Support for this can be provided by the Engagement Officer (and Communications Officer if required)
- **Monthly Board meetings:** The Board Link, or Engagement Officer, will provide an update to the Board regarding the Fieldwork Committee's initiatives and plans and will feed back to the team as and when required
- **Showcase event:** This is an opportunity to highlight the work of the Committee through various channels such as webinars, news articles, newsletters and social media in order to create awareness and drive membership engagement. It is a focused period to spotlight the Committee's work and share progress, but it is not

the only opportunity to do this. It is anticipated that the month allocated to each BHBIA Committee will be agreed annually at the Board Strategy Meeting in October, when all other Committees are in attendance

- **Social media:** Using LinkedIn to communicate news, new members, webinars. Share, like and tag colleague's post to help drive engagement and awareness
- **Campaign emails through the BHBIA:** If there are additional Fieldwork Events taking place to discuss specific topics, the Engagement Officer can provide support by creating emails through the BHBIA website to invite members to join

Meeting Attendance and Participation

It is envisaged that the Fieldwork Committee will meet around 4 times a year but if there are any sub groups created, these should meet ideally on a monthly basis. The Chair will attend, if possible, all meeting including those for sub groups.

Whilst participation is voluntary, there is an expectation that members attend all meetings where possible. Moreover, it is expected that each member should be active in participating, engaging and contributing to the meetings and volunteer for additional tasks where appropriate. If meetings cannot be attended, any task updates should be communicated for the Committee to discuss in their absence.

If it becomes clear that someone is regularly absent (e.g. up to 3 consecutive times) and unable to justify this and/or does not contribute in any way, they will be contacted by the Chair and asked to step down from the Committee.

Meetings will take place virtually (either Zoom or Teams). Whilst not compulsory, there *may* be opportunities to meet face to face but this is at the discretion of the committee members.

Support provided by the BHBIA

The BHBIA will support the Fieldwork Committee in a similar way to that provided for other BHBIA Committees, with the Board Link and the Engagement Officer being the main links between the Committee and the Association. On this basis, the **Board Link** will act as a Board representative, ensuring alignment with the Association's goals. They will liaise with the Board as necessary and provide any relevant input to meetings as required.

The **Engagement Officer** will also provide guidance on the planned initiatives from the wider Association perspective and what is manageable, as well as support with communicating the ongoing initiatives.

The BHBIA **administrative team** will support any set up of potential on line surveys (usually through Smart Survey), and help create any new additions to the webpage if required (though the content should be provided by the Committee).

The BHBIA **Communications Officer** will also assist with communicating any key messages for the website resource page, reviewing content and creating images if required.

Why Join the BHBIA Fieldwork Committee?

The BHBIA Fieldwork Committee offers members an excellent opportunity to get involved in one of the key priorities for the Healthcare industry. By joining the Committee members will:

- Work with like-minded people from across the membership who are passionate about shaping best practices and standards across the healthcare Business Intelligence sector, providing an opportunity to network, collaborate and learn from others
- Address fieldwork challenges, drive innovation and ensure quality and integrity in data collection
- Raise their own profile within the Business Intelligence community. Contributing to fieldwork initiatives will enhance individuals' reputation as forward-thinking professionals committed to playing a meaningful part in the future of healthcare market research
- Experience what it is like to be involved in the work of a well-respected industry body

By joining the Fieldwork Committee, members will play a vital role in shaping the future of healthcare fieldwork, whilst gaining valuable industry insights, professional recognition and the chance to make a lasting impact within the BHBIA community.