

Diversity, Equity & Inclusion

Member Opinion Survey: Summary Findings



Member survey
conducted in
May 2022

166
responses

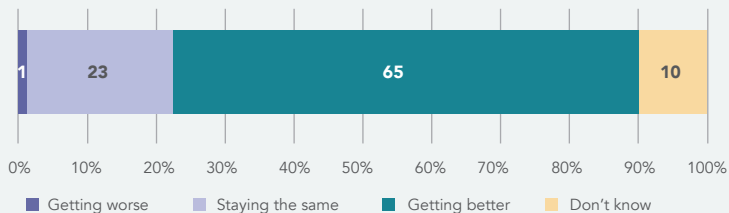
17% pharma
5% personal members
78% agency /consultancy

81% based in the U.K

Are we heading in the right direction?

2/3 of the membership feel DE&I is positively evolving within our industry

Overall, how is DE&I within our industry currently evolving?



However, we still have work to do to create a diverse, equitable and inclusive industry for all

DIVERSITY

"There is diversity across the employee base"



EQUITY

"There is equity for all individuals working within the industry"



INCLUSION

"There is inclusion for all individuals working within the industry"



Opportunities to improve - where do we currently fall short?



LACK OF SENIOR BUY-IN

Paying lip service to DE&I, not being open to feedback and/or tokenism in upper management are all cited.



FAILURE TO ATTRACT DIFFERENTLY ABLED TALENT

or ensure that our workspaces, practices and events are truly accessible.



LACK OF ETHNIC DIVERSITY

Barriers to building more diverse workforces are somewhat unclear, but may be due to poor recruitment practice.



LACK OF NON-DEGREE ENTRY ROUTES INTO THE INDUSTRY and lack of equity in progression for non-degree educated colleagues.



LACK OF DIVERSITY IN UPPER MANAGEMENT despite increasing diversity in junior levels. Lack of flexibility or policies regarding e.g. childcare, menopause or fertility are cited as reasons women cannot grow their careers at the same pace as men.

I see a **lack of diversity in upper management** within this industry. The majority of management seem to be straight white men.

I have rarely to never come across anyone who was **disabled or neurodivergent** in the industry at all.

We are no better than other industries at **accommodating women's needs in the workplace** so they can grow their careers at the same pace as men.

People perceive their own workplaces to be more equitable and inclusive than the industry as a whole, but recognize scope for greater diversity

Members who feel their own workplace is diverse, equitable or inclusive feel the drive for DE&I **top-down** within their organization, with **continuous** programmes supporting this

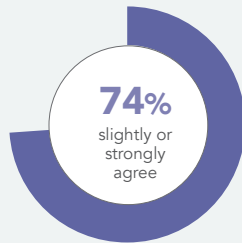
DIVERSITY

"My organization is successful in attracting / retaining a diverse employee base"



EQUITY & INCLUSION

"My organization supports equity and inclusion amongst its employees"



Lots of resources are available for employees as well as groups within the company to join and educate ourselves.

There are specific initiatives in place that **ask for the voice of people from different groups...** Further, the company tries to truly **listen and learn.**



PUT THE HARD WORK IN

DE&I driven from the top down in organizations committed to making positive changes.

ACHIEVED BY:

- Diverse leadership teams
- Vocal support for DE&I from management
- Investment in growth and development for ALL



STRUCTURED APPROACH

Detailed programmes, processes and training in place, with standards applied internally & externally.

- DE&I training which includes leadership
- DE&I policies included in vendor selection
- Sharing of news from all cultures & communities



STAFFING & RECRUITMENT

Inclusive recruitment & on-boarding and visibly diverse staff base.

- Staff with dedicated DE&I responsibility
- Blinded CVs
- Pronoun opt in practices & training
- Social & HR practices which actively consider minority cultures



OPENNESS

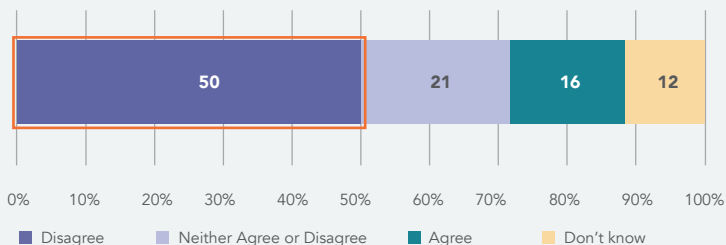
An open, listening approach – encouraging and responsive to employee needs and feedback.

- Employee councils
- Providing platforms for sharing experiences

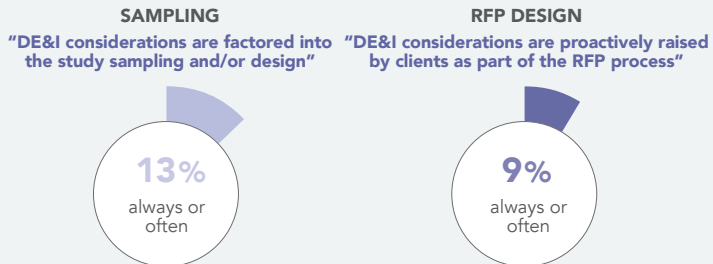
How successful are we in achieving DE&I in our MR study designs?

Less than 1 in 5 of our members agree we are successful currently

“Our industry is successful in terms of achieving DE&I in our market research samples and study design”



It seems there is a significant opportunity to better integrate DE&I into everyday processes



HOWEVER, THERE IS ALSO SIGNIFICANT CONCERN / APPREHENSION AMONG THE MEMBERSHIP AS TO HOW PRACTICAL/FEASIBLE THIS IS

What is preventing DE&I from being considered more often in MR study design?

1 HOW IMPORTANT IS THIS ANYWAY?

- Feeling that other primary inclusion criteria should take precedence or...
- Natural fall out should cover it.

2 WHAT QUOTAS ARE APPROPRIATE?

- Demographic information is not always known for the researched population meaning it is hard to know what a 'representative' sample should look like.
- We risk introducing unwanted bias through quota implementation.

3 FEASIBILITY & REACH

- Panel composition is not fully diverse → need to use multiple recruitment avenues
- Patient recruitment is typically already challenging without these quotas in place.

4 LACK OF DRIVE / PUSH FOR DE&I

- Clients are not asking agencies to consider this in sample composition.
- Timelines and investment considered more important.

Healthcare research often faces specific obstacles to diversity as the primary inclusion criteria are often about already difficult-to-recruit conditions.

The recruitment agency on a recent study were not happy with our request to get a mixture of class, ethnicity, and gender, feeling it restrictive.

Often clients and agencies are more concerned with fielding quickly than achieving DE&I in samples.

Promoting diversity, equality and inclusion in our organizations

By **creating space**
for the conversations.
Including **DE&I training and
awareness programmes**, through
regular experience sharing sessions
from outside of the business, and by
examples from leadership.

By doing rather than saying.

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