



best of business intelligence

# Excellence in Data Collection/Fieldwork

Awarded to a project or research study that has demonstrated clear benefits in the way that the data and/or respondent information was collected. Entries are open to all types of market research/business intelligence including qualitative, quantitative through to secondary data and analytics.

## Focus of this award:

- Generation of insights through delivery of high quality data and/or service
- Improving traditional techniques and/or the introduction of innovative methods
- Clear evidence of tangible positive impact on the UK client business, patients and/or the NHS

## Finalists:

### Great Panel Management leads to Harmony Success



**Stephen Ireland**  
Janssen



**Stewart West**  
Janssen



**Jacqueline Menhinick**  
IMS Health



**Magali Pullino**  
IMS Health

#### Executive Summary

A Janssen initiative developed and managed in partnership with IMS Health. Starting in the UK in early 2014, the objective is to track a consistent set of core Janssen KPIs across eight therapeutic areas. Due to its success it has now expanded to the EMEA region. What differentiates Harmony from other syndicated offerings is the fast turnaround from fieldwork initiation to delivery – on average less than 10 weeks – allowing market insights to be derived from robust, “real-time” data. How is this possible? Robust panel management and relationships to maximise the impact, and ensure ongoing project success.

### The holy grail of questionnaires; improving Respondent Engagement



**Morten Andersen**  
Kantar Health UK



**Joao Saraiva**  
Astellas Pharma Europe Ltd.



**Raj Soorkia**  
Kantar Health UK



**Kelly West**  
Kantar Health UK



**Fabio Musumeci**  
Kantar Health UK



**Theano Anasta**  
Kantar Health UK



**Helen Rolph**  
Kantar Health UK



**Katharine Johns**  
Kantar Health UK

#### Executive Summary

There's a quiet revolution arising in leafy Surrey. Kantar Health has embraced the task of continuously **improving Respondent Engagement**, an initiative sparked by watching our panel partners struggle to achieve full samples and hearing the problem raised at the BHBA Members' Exchange Forum. The Respondent Engagement criteria that we've developed have reawakened HCPs' appetite for research. More than 80% of respondents now consider our creative and visually appealing online surveys to be 'enjoyable' or 'very enjoyable' and key satisfaction metrics are up almost 10%. To quote one of our respondents we regularly deliver "The best survey I participated in ever!!"

### Reaching further: big collaboration overcomes the challenges of accessing hard to reach populations



**Philippa Hammerton**  
Red Leaf Research



**Jane Egberts**  
Red Leaf Research



**Steve Lowery**  
Red Leaf Research



**Ben Greener**  
Sanofi Pasteur MSD

#### Executive Summary

Several UK studies have identified an association between certain socio-economic and ethnic groups and lower levels of uptake of the HPV vaccine amongst young girls. To address this issue, Sanofi Pasteur MSD wished to understand the current barriers to uptake in specific groups and understand how they could best be overcome, in order to reduce inequalities in vaccine provision. To provide the insights needed into these hard to reach populations, Red Leaf collaborated with consumer researchers and specialist partners, with both client and agency working closely and flexibly alongside each other to secure a successful outcome.

"Sermo are pleased to sponsor the BOBI Award for 'Excellence in Fieldwork/Data Collection'. Data collection is the foundation on which business intelligence is built; and as the leader of global data collection for healthcare market research, we are proud to support an award which recognises these achievements."

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