



BOBI
awards

'Agency of the Year'

best of business intelligence

Awarded to an Agency/Consultancy in any area of business intelligence following a 2-stage panel-judged process (shortlisting followed by a final judging stage).

Companies were asked to describe their offering, with a focus on **Differentiation, Innovation/Continuous improvement, Success** and **Aspiration**, explaining what makes their company special.

Finalists:



Adelpi Research UK

The shortlisting panel said:

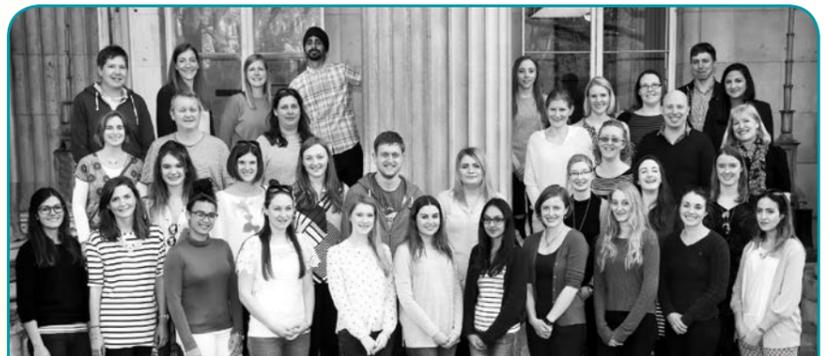
A very comprehensive and well-presented submission that clearly demonstrates the ethos of the company. This is an agency that clearly demonstrated a strong UK focus that has been at the heart of their strategy.

They are well rounded both in their focus on external stakeholders and internal team development, whilst ensuring that their impact goes beyond the industry with their unique community initiatives.

Great to see an agency considering a broader remit for innovation and not just focusing on techie innovations.



Adelpi
RESEARCH UK



HRW

The shortlisting panel said:

This was a balanced submission looking at their business capability alongside the importance of developing and nurturing their teams, which is an integral part of a successful agency.

They differentiated themselves from the other entries by framing their capabilities and emphasising their forward-thinking strategy in a clear and comprehensive way.

Their approach to innovation was well laid out highlighting they are prepared to take risks in their pursuit of innovation.



hrw
accessing reality



Synergy Healthcare Research Ltd

The shortlisting panel said:

This is an agency constantly seeking to keep up to speed with new methodologies and constantly looking at ways to improve their knowledge to help their clients make smart and sure decisions.

The agency's links to Pharma and, specifically, external supporting agencies (Communications) especially stood out for the judges, showing how the agency has an impact beyond the initial customer. This open approach to working clearly demonstrates their "aim to make [their] clients' lives as easy as possible".



Synergy
HEALTHCARE RESEARCH

"Roche is thrilled to be sponsoring the 'BOBI Agency of the Year' award, which recognises excellence in business intelligence by stand-out agencies. The winner of this award will exemplify collaborative working, a problem-solving mindset and focus on insights that enhance experiences of healthcare professionals and patients."

Sponsored by

