



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:

### Collaborating with consumers to develop a trusted wellbeing information platform



**John Paul Matthews**  
C Space Health



**Hugh Lewis**  
C Space Health

**Kathryn Scott**  
Bupa

**Natalie Heaton**  
Bupa

#### Executive Summary

Why have I had a headache for two hours? I'll see what the internet says. Oh, I have cancer. Or diabetes. Or shingles.

The volume and accessibility of health information online means people are going straight to "Dr Google", bypassing the professionals. Bupa wanted to become the leader in health and wellbeing information and reach millions more customers, but needed to know how.

By partnering with C Space Health, Bupa developed an innovative online collaboration platform, co-creating a concept and took it to market – helping Bupa reach 1 million people in its first month – all by talking directly to its customers.

### Mind the Gap: Supporting effective communication between Specialists & GPs to improve efficient working & enhance the quality of patient care



**Clare Maddox**  
Grünenthal



**Jon Freeman**  
Synergy Healthcare Research Ltd.



**Katy McCalister**  
Synergy Healthcare Research Ltd.

#### Executive Summary

Suboptimal communication between specialists and GPs is a major problem that has been shown to affect the quality of patient care in approximately 25% of follow-up visits.

This research identified opportunities for Grünenthal to provide a template for product information to be included in a clinic discharge letter and a checklist for communication with patients that will support effective communication between specialists and GPs, as well as between specialists and patients, resulting in the potential to reduce HCP workload, improve the efficient management of patients and ultimately to improve patient care.

### Longitudinal Cohort Patient Tracker – talkhealth & Mölnlycke Health Care



**Deborah Wyatt**  
talkhealth Partnership Ltd



**Kieran Gormley**  
Mölnlycke Health Care Ltd



**Olivia Rendall**  
talkhealth Partnership Ltd

#### Executive Summary

talkhealth's client, Mölnlycke Health Care – a wound care and dermatology company, wanted to better understand the emotional and physical challenges faced by parents of children with eczema. 200 parents of children with eczema were recruited onto the Longitudinal Cohort Eczema Patient Tracker Programme for 12 months.

Participants were emailed standard questions each month in order to establish a baseline against which to measure the patients' emotional and physical journey, together with themed questions.

Mölnlycke Health Care planned to use the insights to tailor future marketing activity and brand development with the patient at the centre of their 2017-18 strategy.

"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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