



# 'Agency of the Year'

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## Winning Team:

Synergy Healthcare  
Research Ltd.



### The judges said:

"This entry stood out for the way in which they really itemised and gave specific (anonymised) **examples of how their insights positively impacted their clients' businesses**, as well as explaining how they also met the needs of HCPs, patients and payers. They demonstrated **strength in client/agency team working**, including wider client teams such as PR, and included some very nice client testimonials. They continually update their understanding of the environment so as to be able to fully contextualise their research and they also seek to translate key consumer research techniques into pharma. The judges were impressed with their **aspiration to demonstrate the value of market research.**"

### Winning team's short summary of their entry:

Synergy is committed to the design and delivery of outstanding research to help pharma companies meet the needs of health professionals and thus ensure patients receive the best possible treatment, information and support.

#### Research design and interpretation based on leading edge thinking:

- **Customer insights:** We identify both clinical and non-rational drivers of prescribing behaviour and patient engagement using approaches derived from models of motivational psychology.
- **Innovation and creativity:** We use the latest thinking in behavioural economics to help us ask more intelligent questions that capture those (System One) decisions that health professionals don't think about.

#### Collaborative team working with clients and other agencies:

- **Flexibility to respond to our clients' needs:** We adapt research in the context of information gained at the time of recruitment, provide topline feedback as required and ensure outputs are delivered in a format that aids dissemination within the client's organisation.
- **Effective team working with communications/PR agencies:** We work collaboratively with other agencies to maximise the value of research to clients.

#### Delivering research that improves commercial and clinical outcomes:

- **Positive business impact:** We help our clients make well-informed decisions that support their brands' commercial success whilst also meeting the needs of health professionals, payers and patients.
- **Input into optimising patient care:** Research among patients on behalf of patient organisations as well as pharma companies to understand the patient journey and identify barriers to diagnosis, referral and effective treatment has supported improvements in patient care in ophthalmology, MS and cardiovascular disease.

#### An agency our clients enjoy working with:

- We aim to make our clients' lives as easy as possible by providing proactive communication and support at all stages.