



# Excellence in Data Collection/Fieldwork

Sponsored by



## Winning Entry:

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



**Deborah Wyatt**  
talkhealth Partnership Ltd



**Kieran Gormley**  
Mölnlycke Health Care Ltd



**Olivia Rendall**  
talkhealth Partnership Ltd

#### Entrants' short 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.

#### What the Judges said:

"With clear project objectives and a **well-designed research approach**, this submission demonstrated the **clear impact** the findings could have not only for the company but the NHS system as a whole, with strong supporting 'hard' data regarding outcomes. Patient and customer centricity was evident throughout. **Close collaboration and partnership** between client company and the agency helped generate a **rich breadth of insights** that fulfilled the objectives of the project and delivered at every level."

**Supporting Team:**  
**Catriona Williams**  
talkhealth Partnership Ltd

**Karen Jones**  
talkhealth Partnership Ltd