



best of business intelligence

# Innovation in Data Collection and Fieldwork

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

## Focus of this award:

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

## Finalists:

### Making a Difference Where it Counts: Accessing Reality in Advanced Oncology to Invigorate, Innovate, and Empower Delivery of Meaningful Solutions



**Andrew Bajorek**  
HRW



**Kirsty Page**  
HRW



**Rachel Donnellan**  
Roche Products Ltd



**Eelke Roos**  
Roche Products Ltd

#### Executive Summary:

Advanced oncology is complex, and evolving with the introduction of new treatment modalities. Stakeholder journeys are complicated by everyday stresses, resource challenges, and consequent impact on patients' lives at highly sensitive points; it can be hard to cut through the noise and identify real, meaningful needs. Nonetheless without that insight it is impossible to develop and implement support activities; working alongside HCPs to maximize patient benefit.

This study demonstrated innovative use of multi-modal deep-dive approaches, powerful workshops, and highly engaging outputs, to deliver foundational, actionable insights that continue to resonate and stimulate action at all levels of the UK business.

### The Speed of Ultrasound: Innovating with Philips Healthcare



**Muna Molyneux**  
C Space Health



**Naomi Plummer**  
C Space Health



**Jonathan Wait**  
Philips



**Gerry Miteva**  
Philips

#### Executive Summary:

How can you engage with an audience known for being highly regulated, hard to reach, and time constrained to support launching a new mobile medical device? Philips Healthcare knew that getting feedback from and engaging with doctors and midwives was critical for a successful launch of their new mobile ultrasound device, Lumify.

To solve this issue, Philips partnered with C Space Health who creatively recruited 30 HCPs and used a mix of mobile and desktop based research to provide the right level of feedback and in-depth understanding of this audience, resulting in a resonating and successfully launch of Lumify.

### Ethnographic Research that Evaluates the Impact of Remote Patient Monitoring on how Renal Nurses Manage their Home Dialysis Patients



**Mary Knowles**  
Loyalty Chain Ltd



**Karen Wilson**  
Baxter Healthcare Ltd



**Mariah Meagher**  
Baxter Healthcare Ltd

#### Executive Summary:

This pioneering ethnographic research combined qualitative observation with quantitative data collection to compare a new remote patient monitoring system with a traditional device. It evaluated the impact on nursing time and priorities. An innovative ethnographic tool was built to measure the time, type and value of activities conducted by nurses. Nurses were observed for two ordinary working days once before the device was introduced and after it was established. The ground-breaking aspect, appreciated not all nursing time has the same influence on patients. The research identified, measured and compared nursing time and activities that had the greatest effect on patients.

**"SERMO are pleased to sponsor the BOBI Award for 'Innovation in Data Collection and Fieldwork'. 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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