



# Compliance Challenge

"The BH&IA's Ethics & Compliance Committee are very pleased to support the new BOBI 'Compliance Challenge'. We're keen to encourage, recognise and reward compliance expertise and effort. So we are delighted that we now have a BOBI Award that will put the spotlight on great compliance work and recognises the importance of a sensitive and pragmatic approach to protecting our respondents, researchers and data."

Supported by



Awarded to the team who respond best to a challenge that tests understanding of compliance requirements and ability to resolve them

## About the BOBI Compliance Challenge

This new challenge set out to test teams' compliance expertise and ability to address issues clearly.

It was based on a hypothetical RfP and proposal for a UK primary market research (MR) project, and included a series of mini-challenges, covering a range of issues that had to be considered from the different perspectives of key players in the MR chain. Teams were tasked with identifying and addressing the issues and explaining why their approach was the right way to go; referencing the guidelines, regulations or laws that supported their responses. The judges were looking for the ability to apply compliance know-how in a pragmatic and business-friendly way.

There was a lot of interest in this new award, and a strong field of entries. Given that good compliance is vital to good business and key to what the BH&IA stands for, a very high bar was set for this award, and only those entries that were judged to meet this high standard have been highly commended.

The BH&IA are hugely grateful to the organising team, who put in many hours of hard work to design the brief and ensure that this competition was a success, as well as the judges who gave their time and expertise to assessing the entries.

## Highly Commended Entries:

### Adelphi Research, GKA and Sanofi



**Kate Shaul**  
Adelphi Research



**Melanie Rankin**  
Adelphi Research



**Rachel Medcalf**  
Adelphi Research



**Rachael Turner**  
Adelphi Research



**Adam Irwin**  
GKA



**Paul Ward**  
Sanofi

#### Supporting team:

**Zoe Smith**, GKA

**Hee Rha**, Adelphi Research

**Anne Tole**, Adelphi Research

**Joanna Thompson**, Adelphi Research

### Eli Lilly & Company



**Paula Walker**  
Eli Lilly and Company



**Carlos Blanco**  
Eli Lilly and Company



**Simon Edmondson**  
Eli Lilly and Company



**Katie Gordon**  
Eli Lilly and Company