



# Best Use of Innovation

“SurveyHealthcareGlobus is a proud sponsor of the 2020 BOBI award for ‘Best Use of Innovation’. At SHG, we are committed to forming strong partnerships with our clients through an integrated approach to problem solving – together we drive decisions that impact health outcomes. We are honoured to recognize like-minded researchers who have demonstrated a significant impact in the business direction of their valued end-clients.”

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## Winning Entry:

### A Different Angle Sheds New Light



**Katy Irving**  
HRW



**John Maher**  
HRW



**Kirsty Page**  
HRW



**Victoria McWade**  
HRW

### Winners' Statement

“This project was the definition of innovation: a client who stuck their neck out for a different and potentially risky approach, and an agency relationship that had the trust to pivot and expertise to deliver.”

### Entrants' Short Summary

A vaccines client struggled with a gap: people’s awareness and stated intention to vaccinate was not reflected in uptake. Trying to understand, the team planned research with HRW. Word came that the client’s global team was also in the middle of research with similar objectives. Initial results showed the same gap, but what were the behaviours underpinning it? The partnership pivoted: using applied behavioural science instead of the planned approach. Although client stakeholders were sceptical, the approach shed new light: answering long-standing questions, providing solutions and giving ideas to help the UK team to redefine their support strategy.