



best of business intelligence

The Chair's Award: Best Response to COVID-19

"COVID-19 has forced us to adapt the ways that we live, work and interact in society. The BHRIA are incredibly proud of the creativity and tenacity our members have shown in continuing to generate insight through the different channels available to us during these challenging times. We are delighted to support this year's 'Chair's Award' which will allow you to showcase and celebrate your successes."

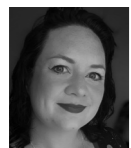
Supported by:



Awarded for a research or analytical project that has demonstrated a beneficial response to COVID-19

Highly Commended Entries:

How Two Years of Adaptive Research is Improving the Lives of Veterinarians and the Animals they Treat



Abigail Moorcock
CM Research



Carlos Michelsen
CM Research



Maria Lindahl
CM Research

Supporting team:

Emilie Thorpe, CM Research
Tanya Michelsen, CM Research

Executive Summary:

A lot has been said, and written, about the boom in pet ownership but very little about the impact this has had on veterinarians.

It was because of this that we decided very early on to track and understand how the pandemic was affecting the veterinary profession.

We produced 6 free reports, based on 1000's of interviews, across many countries, that were widely distributed across veterinary companies, the press and also veterinarians. These reports have been extensively used and have created significant change in the way our clients work, as the veterinary profession has been deeply changed by the pandemic.

The Power of Collaboration, Innovation & Syndication



Victoria Allan
Ipsos

Supporting team:

Rhoda Schmuecking, Ipsos
Hallie Cope, Ipsos

Executive Summary:

By March 2020, when COVID-19 was declared a global pandemic, our biopharma clients were facing multiple common challenges. While their insight needs abounded, doctor research had become increasingly difficult.

We stayed close to our clients, we collaborated with healthcare and consumer teams across our global business, and leveraged our syndicated expertise, frameworks and connections.

The result was a portfolio of new global syndicated studies, from March 2020 until present day, which evolved in line with pandemic events. Ultimately, it provided multiple clients with an ongoing, multi-stakeholder perspective of attitudes, behaviours and real-world clinical practice around COVID-19.

Addressing HCP PPE Needs During the COVID-19 Pandemic. [Supporting the Charity Frontline.Live]



Anni Neumann
CREATION.co



Katz Keily
Frontline.Live

Supporting team:

Jamie Doggett, CREATION.co

Executive Summary:

In March 2020, when PPE ran short, 35,000 HCPs descended on Twitter crying for help. Frontline Live's volunteers built an open source, decentralised, rapid-response platform to keep them safe.

The Times, Sun, Snapchat and more jumped in to spread the word.

But a scattergun approach was not enough. CREATION.co stepped in to cut through the noise, analysing live social data, identifying online influencers and spotting hot topics. This research created laser focussed communications and the campaign resulted in more than 500,000 pieces of PPE being delivered to those who needed it the most.