BOBI awards
best of business intelligence

Creative Fieldwork Team of the Year

"The Sermo Team is pleased to sponsor the 2022 BOBI Award for 'Creative Fieldwork Team of the Year'. This award closely aligns with our daily mission to bring a creative lens to fieldwork in order to deliver high-quality data for our healthcare partners, and we are proud to support and recognise these achievements within our industry."

Awarded to a team for the most creative response to the BHBIA's 'Request for Proposal' in a fantasy tender

Winning Team:

Hannah Brown
M3 Global Research

Tom Parkinson
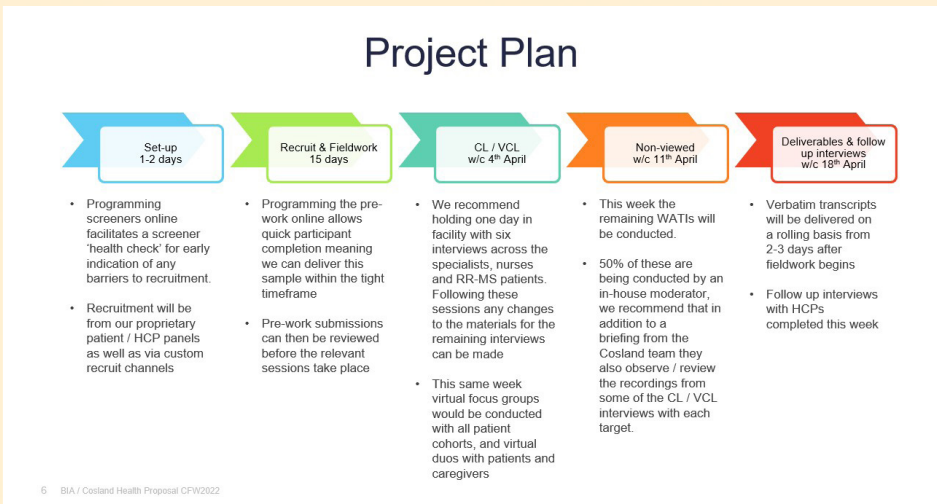M3 Global Research

Laura Haxton
M3 Global Research

Michelle Keller
M3 Global Research

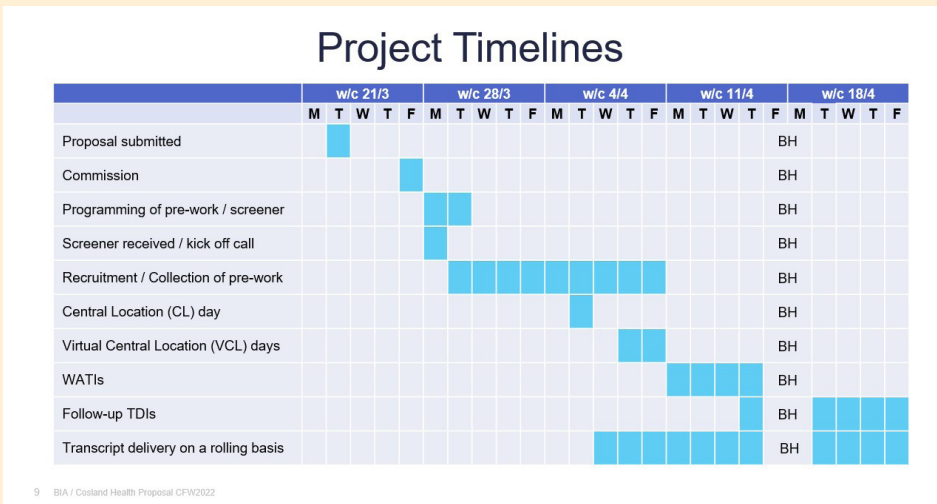**Supporting team:**
Christina Bendler
M3 Global Research

Tom Pugh
M3 Global Research

Extracts from the winning entry:

Project Plan

Project Timelines

Winners' Statement:

"We thoroughly enjoyed the opportunity to submit a solution that combined innovative research approaches with a human touch, ensuring that respondents are afforded the respect and consideration they deserve, generating high quality data and insights."

The judges said:

"This was a very strong entry that emphasised patient centricity in its approach to fieldwork and took creative steps to addressing the needs of the participant, combining online tools and the traditional qualitative toolbox to deliver this compelling and credible proposal. The Judges were impressed with the clear and tailored recommendations made on a variety of aspects, from sample size through to accessibility for vulnerable audiences."