



# 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 BHBIA 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

## Winning Entry:

### 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

#### Winners' Statement

"Veterinarians have been one of the most affected healthcare professionals by the pandemic with high burnout, but also incredible commitment to their profession. We wish to thank them for contributing to the success of our Covid reports and this award."

#### 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.