



Creative Fieldwork Team of the Year

"The Sermo Team is pleased to sponsor the 2023 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."

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3-year sponsor

Awarded to a team for the most creative response to the BHIA's 'request for proposal' in a fantasy tender

Winning Team:



Ross Anderson
Research Partnership



Adam Clayton
Research Partnership



Caroline Walter
Research Partnership



Tia Aromona
Research Partnership

Extracts from the winning entry:

Compliance Considerations

Young Patient Sample

For respondents <16yr old the following will be tailored to this audience:

- Written informed consent (WIC) from the guardian (record name and role) to approach the <16 respondent about MR
- Responsible adults may answer screening questions for <16 respondents.
- WIC from the <16 respondent to take part in MR
- Suitable language to be used for younger respondents throughout the study.
- For patients <16 moderators should have experience of working with young people.
- A DBS check is recommended, but not necessary for the moderator according to the MRS

Incentives

- Given the multi-faceted approach to the research methodology we will offer a multi-layered incentive system. This will:
 - help keep all respondents engaged,
 - reduce respondent drop out,
 - promote a healthier level of interest in the research at screening stage.
- All respondents will receive separate incentives for the following:
 - Segmentation
 - Pre-work exercise (HCP Only)
 - Interview
 - Online community (Patients only) - this will also work on a graded incentive system, based on overall participation in the community. This will aid keeping respondents engaged for the duration of the community.
- All respondents will be paid via bank transfer (<16 will be paid in vouchers)

AE + GDPR

- All agency team members must be trained with client specific AE or PV training including:
 - BIA
 - Our PM and recruiter
 - Moderators
- In the absence of any client-led training, we can use BHIA certification.
- AE reporting documents & addresses to be sent prior to fieldwork to all relevant parties (e.g. Moderators)
- To view research file and/or have access to recordings, the end client needs to sign:
 - Client Agreement to Anonymity
 - Client Observer Agreement
- Revealing the name of the sponsor if the end client is a recipient of personal data, under GDPR we need to reveal the sponsor's name at the end of the interview.

Winners' Statement:

"The task challenged the team to utilise our creative thinking, fieldwork expertise and adaptability to answer the challenging client brief. Winning this prestigious award recognises our solution-based approach at Research Partnership, marrying our patient-centric outlook whilst surpassing client expectations."

Sample Considerations

GP	HCPs	Respiratory Nurses/Specialists	ICS stakeholders Payers	Mild/Moderate Asthma Patients	Severe Asthma Patients
<p>Target: GPs. A Main point of contact for mild/moderate asthma covering diagnosis to symptom management options, medication choices and lifestyle adjustments.</p> <p>Work setting: Community based</p> <p>Sample size: n=14 Feasible with quota of 1 HCP per sector. n=6 (2 interviews feasible)</p> <p>Recruitment approach: Database</p>	<p>Target: Respiratory Nurses, A Main point of contact for patients, supporting symptom management and medication choices.</p> <p>Respiratory Specialists. Perform the same as nurses but with more focus on severe asthma patients.</p> <p>Work setting: Hospital or community based Specialists: Hospital based</p> <p>Sample size: Respiratory Nurses n=22 Respiratory Specialists n=22 Feasible, cannot guarantee a completely even split for the segmentation tool for each target group. May require 1 Nurse & 1 Specialist per Hospital/Centre.</p> <p>Recruitment approach: Database</p>	<p>Target: ICB members. Collaborative network of multiple service providers, working with the ICS. Working to create an integrated care strategy to deliver health and care services.</p> <p>Knowledge available: Can provide insight into care system structure and how/where a new drug would be utilised within the system and by whom. Will identify the structural or procedural changes that are occurring.</p> <p>Sample size: n=9 ICB Members n=3 ICB Members</p> <p>Recruitment Approach: Recruitment via our specialist in-house Market</p>	<p>Sample size: n=18 Sample Age: Affects all ages but majority skewed to <40yo</p> <p>What to consider: Viewing facility to have lifts to avoid exhausting patients; free of plants and flowers; freshly dusted and temperature regulated rooms</p> <p>Recruitment approach: Database, Snowballing and working in partnership with some of the key Asthma PAs in the UK. We would also advise a social media recruitment campaign; this will support the recruitment of the younger sample.</p> <p>Asthma + Lung UK A Non-profit with a network of around 100,000 people living with lung conditions including mild - severe asthma. They collaborate with pharma research companies providing access to an expert patient panel. Also, host a monthly support group including people with severe asthma and those closely affected by severe asthma.</p> <p>The Children + Young People's Transformation Programme Leading paediatric surgeons and six young board members (they have a specific focus for children's asthma)</p>	<p>Sample size: n=18 Sample Age: Affects all ages but majority between ages 35-60yo</p> <p>What to consider: All interviews to take place virtually due to severity of disease, regular breaks are recommended, and caregivers should be nearby</p>	

The judges said:

"The judges were impressed with this strong entry which made compelling arguments in a thorough, relevant and well-structured proposal and strongly evidenced the entrants' knowledge. The judges wanted to highlight the credibility with which this entry challenged the fantasy brief on several assumptions, including the client's preferred timings, the screener, the duration of the market research activity and the request for segmentation."