



# Creative Fieldwork Team of the Year

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

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## Finalists:

### About the Creative Fieldwork Team of the Year Competition

This award challenges teams to respond to a 'fantasy RfP', a fictional yet realistic client brief. This format ensures a level playing field, allowing all teams to showcase their creativity, logistical expertise and understanding of real-world recruitment challenges, regardless of their company's size or resources.

For 2025, the fictitious brief focused on patients living with glaucoma and the specialists managing their care. Teams were asked to design a robust quantitative or qualitative fieldwork approach, meeting detailed recruitment targets across the UK and considering respondent experience. They were also expected to advise on logistics, incentives, screener design and compliance. Submissions demonstrated the creativity, rigour and practical know-how that underpin successful fieldwork and recruitment.

The BHBIA thanks the organising team and judges for their expertise and time, and all entrants for showcasing the outstanding fieldwork talent in our industry.

### Finalist Teams:



Laurie Chardon  
Exafield



Nicolas Occhipinti  
Exafield

Supporting Team:  
Sara Mahvi, Exafield  
Madiha Shahid, Exafield



Maria Ashraf  
Acumen Field Ltd



Liz Diez  
Acumen Field Ltd



Alan Shirley  
Acumen Field Ltd



Becki Pickering  
Acumen Field Ltd



Lucy Doorbar  
LDA Research Ltd



Rachel Barnes  
LDA Research Ltd



Susana Londono  
LDA Research Ltd



Viviana Horwood  
LDA Research Ltd



Tamara Burke  
Survey Healthcare  
Global



Simona Vilkaite  
Survey Healthcare  
Global



Sarah Muir  
Survey Healthcare  
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Oceane Motteau  
Survey Healthcare  
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Carly Brown  
Liberating  
Research Ltd



Nino Hunter  
Liberating  
Research Ltd



Dave Watkins  
Liberating  
Research Ltd