



Creative Fieldwork Team of the Year

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

"With a 20+ year history of tradition and innovation, Sermo's global HCP insights power healthcare advancement – and we know that speed is the name of the game! In this spirit, we're proud to sponsor the BOBI Award for Creative Fieldwork Team of the Year, supporting and recognising the achievements of others in our industry."

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Winning Entry:



Tamara Burke
Survey Healthcare
Global



Simona Vilkaite
Survey Healthcare
Global



Sarah Muir
Survey Healthcare
Global



Oceane Motteau
Survey Healthcare
Global

Winners' Statement

"By giving the reader of our proposal a view of what a glaucoma patient experiences with the video introduction, we kept the focus on tailoring our approach to address these challenges. It was vital that as a team we had an understanding of the visual challenges faced by these patients. We wanted to be sensitive of HCPs time, embrace AI and still maintain the human touch. We wanted to push ourselves to challenge the brief whilst meeting project objectives. We thoroughly enjoyed quality time spent together problem solving and creating what we hoped would be a winning proposal."

The judges said:

"This year's winning team impressed with a methodical, pragmatic approach that demonstrated a deep understanding of what it takes to deliver complex fieldwork projects. Their proposal stood out for its clarity, structure and attention to detail, from a transparent and well-explained cost grid to thoughtful recommendations on methodology and compliance."

The use of an online bulletin board showed creativity in adapting to the needs of both patients and HCPs, while their compliance planning reflected real-world awareness of recruitment and data handling requirements. Overall, this was a comprehensive and professional entry that showcased both strategic thinking and practical expertise."