

AWARDS

Submission deadline 28 February 2018



EphMRA colleagues are engaged in a huge range of healthcare market research initiatives, studies and projects and the Board wants to take this opportunity to learn more and to enable members to show case their expertise.

It's time to start organising your submission for the EphMRA Awards - these are outlined below and open to all (including members and non members).

Winners will be announced in April 2018.

The winning papers are offered the opportunity to present at the June 2018 Conference (but this is optional).

1. Business Impact through Innovation

Sponsored by **Adelphi**

This award will focus on demonstrating innovation which has had a real and significant business impact. The innovation can be related to any stage of research design and delivery. Innovation can be implemented on a macro or micro level – small innovative changes can also be seen to make a difference.

Ideas for a submission could include:

- Identifying the right respondents
- Use of new technologies to engage with respondents
- Innovation in methodological design or analysis
- Innovative ways of bringing research results to life

2. Excellence in Fieldwork

Sponsored by **SERMO**
talk real world medicine

This award will focus on an international case study from a company involved in healthcare fieldwork and data collection and will demonstrate best practice.

Ideas for a submission could include:

- Studies where you have tried new approaches – it may have been successful/partially successful and tell us what you have learnt from this
- An approach that improved the quality of the data you obtained
- our respondents were better and more effectively engaged

3. Influencing Strategic Direction Via Engaging & Actionable Deliverables

This award will focus on how results from a research project were delivered in such a way as to immerse the brand team in the findings. This will showcase the role and importance of business insight in facilitating business decision making and strategic action

Ideas for a submission could include:

- Engagement with brand teams
- Approach to partnership working between agency and client
- Engaging methods of sharing research results with clients
- Facilitation of action planning and decision making

Winners will receive a certificate and memento award as well as be offered the (optional) opportunity to present at the 2018 conference.



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How to submit:

Award submissions should be in the form of a poster outline or a total of 5 Powerpoint slides.

Your submission should be organised around these headings:

BACKGROUND

METHODOLOGY

TECHNIQUES (highlighting any new or different approaches taken)

CONCLUSIONS.

You can send EphMRA a word or pdf or jpeg or Powerpoint file.

After the submission deadline we will arrange a telecon in which you will make a 5 minute pitch to the Judging Panel, to verbally illuminate your poster points.

All awards will be judged according to these criteria:

1. Clarity of the message conveyed
2. How well the message was presented and conveyed
3. How engaging will the message be
4. How new and innovative is the approach outlined

Added value provided by the presentation

5. What is the level of the business impact resulting from the study
6. The paper provided clear and tangible takeaway messages

EphMRA has formed a Steering Panel for the Awards:

GAVIN TAYLOR STOKES - ADELPHI

TIM DUNGEY - SERMO

HANNAH MANN - HALL & PARTNERS

JOHN GRIMES/HELENA CANNON - STRATEGIC NORTH

This Panel has defined the Awards structure and the judging criteria and where appropriate will help judge the submissions.

Who will judge the Award submissions?

Members will be approached to help judge the Award submissions so that they are assessed independently and by colleagues with a range of experience.

Any questions? Please do get in touch and send your submission to generalsecretary@ephmra.org by 28th February 2018

