



## 2020 MR Excellence Awards – Our expert winners tell us what it means

### **Future Leaders - Case Study Award**

*If you've been working in healthcare market research for 5 years or less we are looking for your submission which focuses on an MR project you have played a major role in. In your submission please outline the project, its objectives, and what you learnt in terms of your own professional development from being involved in this project.*

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### **2020 Winner: My daughter loves the new pens**

**Yannick Loonus,  
Semalytix**



Since being founded in 2015, Semalytix has worked towards making the authentic patient voice accessible to pharma market researchers and decision makers by using patient reported online data. Being part of a growing company meant that over the past couple of years we worked towards a vision, with lots of insecurity and doing many things for the first time.

Winning the EphMRA 2020 MR Future Leaders Award was a wonderful confirmation that others share this vision of patient centricity and motivation for us to continue on this path. On the business end it added to the legitimacy of our solution and was perceived as an indicator for the quality of our staff by customers. We'd like to thank EphMRA for letting us participate in their program.