



MR Excellence Awards 2022



Submission deadline 28 February 2022

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 2022.

The winning papers will receive a certificate and memento award and are offered the opportunity to present at the June 2022 Conference (but this is optional).

1. Making a Business Impact

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This award is for a market research project that has made an impact on the business. It will showcase how, through the project design, implementation and insights generated you have made a difference. Please do highlight in your submission where the company's business has modified and improved its strategy and/or how the project made an impact and helped the client company move its business forward. This Award would ideally suit a joint submission – agency/industry.

2. Innovative Approach

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Your submission should demonstrate an aspect of a project that was done differently – there was something innovative included or the approach was more cutting edge. We'd like to hear about studies where you have tried new approaches – it may have been successful/partly successful – so tell us what worked/what didn't work and what you have learnt from this.

3. Future Leaders - Case Study Award

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Calling all Managers: Please do have a look to see who in your Team could make a submission for this Award!

As a Young Professional, if you've been working in healthcare market research for 5 years or less we are looking for your submission which focuses on one, two to three MR projects you have played a major role in. In your submission please outline the projects, their objectives, and what you learnt in terms of your own professional development from being involved in these projects.

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How to submit:

Award submissions should be in the form of a total of 5 Powerpoint slides along with a zoom recording file in which you walk through the slides and give your 5 minute pitch. This recording should be no longer than 5 minutes.

Your submission should be organised around the following headings:

INTRODUCTION

submission title, the name of those making the submission (max 2 people) and their company names, job titles and contact email addresses.

BACKGROUND

METHODOLOGY

TECHNIQUES (highlighting any new or different approaches taken)

CONCLUSIONS

After the submission deadline we will assess the submissions and some will be invited to walk the Judging Panel through your submission and to answer questions.

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

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.

Winners

Each Award winner will be required to:

- make a presentation to the EPHMRA membership in May 2022 (May is the appointed month and can't be postponed)
- this will be via zoom and last for 20 minutes with 10 minutes for Q&A
- the session will be recorded and along with the slide deck presented be made available to the membership in the members area of the web site.

If you are chosen to be an Award winner we will contact you in advance of the MR Excellence Award Winners announcement to re-confirm the above.

Any questions? Please do get in touch and send your submission to

generalmanager@ephmra.org
by 28th February 2022