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MR EXCELLENCE AWARDS 2027



Submission deadline 28 February 2027

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 2027.
The winning papers will receive a certificate and memento award.

1. Future leaders and Future Rising Stars – An exciting, not to be missed opportunity!

Sponsored by beyond blue

Calling all Line Managers – a fabulous opportunity for a member of YOUR team to elevate their profile across our industry and to shine!
Please do have a look to see who in your Team could make a submission for this prestigious 2027 Industry Award! Who can you nominate from your agency or client company?
As a Professional, if you or a member of your team has been working in Healthcare Market Research for 5 years or less we are looking for your submission which focuses on one, two to three PMR insight projects you have played a major contributing role in. In your submission please outline the projects, their objectives, how it helped your clients and end stakeholders and what you've learnt in terms of your own professional development from being involved in these projects. We want you to share your experiences! We want to hear about them! Raise your profile and your company's profile across the Healthcare cir**cuit.**

2. Innovative Approach

Sponsored by AA PLUS

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. Making a Business Impact

Sponsored by Adelphi

This award is fora 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 a**n impact and helped the client company move its business forward. This Award would ideally suit a joint submission– agency/industry.**

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Submission deadline 26 February 2027

How to submit:

Award submissions should be in the form of a maximum of 10 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 and your Award will not be accepted if the recording is over 5 minutes.

Your submission should be organised around the following headings:

INTRODUCTION	BACKGROUND	METHODOLOGY	TECHNIQUES	CONCLUSIONS
Submission title, the name of those making the submission and their company names, job titles and contact email addresses.			Highlighting any new or different approaches taken	

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:

Making a business impact:

- Clarity of presentation and message conveyed
- Level of added value the approach provided given the business challenge
- Degree of measurable business impact

Innovative approach

- Clarity of presentation and message conveyed
- Level of innovation demonstrated
- Level of added value the innovative approach provided compared to more traditional approaches

Future leaders

- Clarity of presentation and message conveyed
- Demonstration of future leadership skills (skills beyond just being a good researcher)

Who will judge the Award submissions?

Members form the Judging Panel so 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 or June 2027.
- 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 28 February 2027.

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