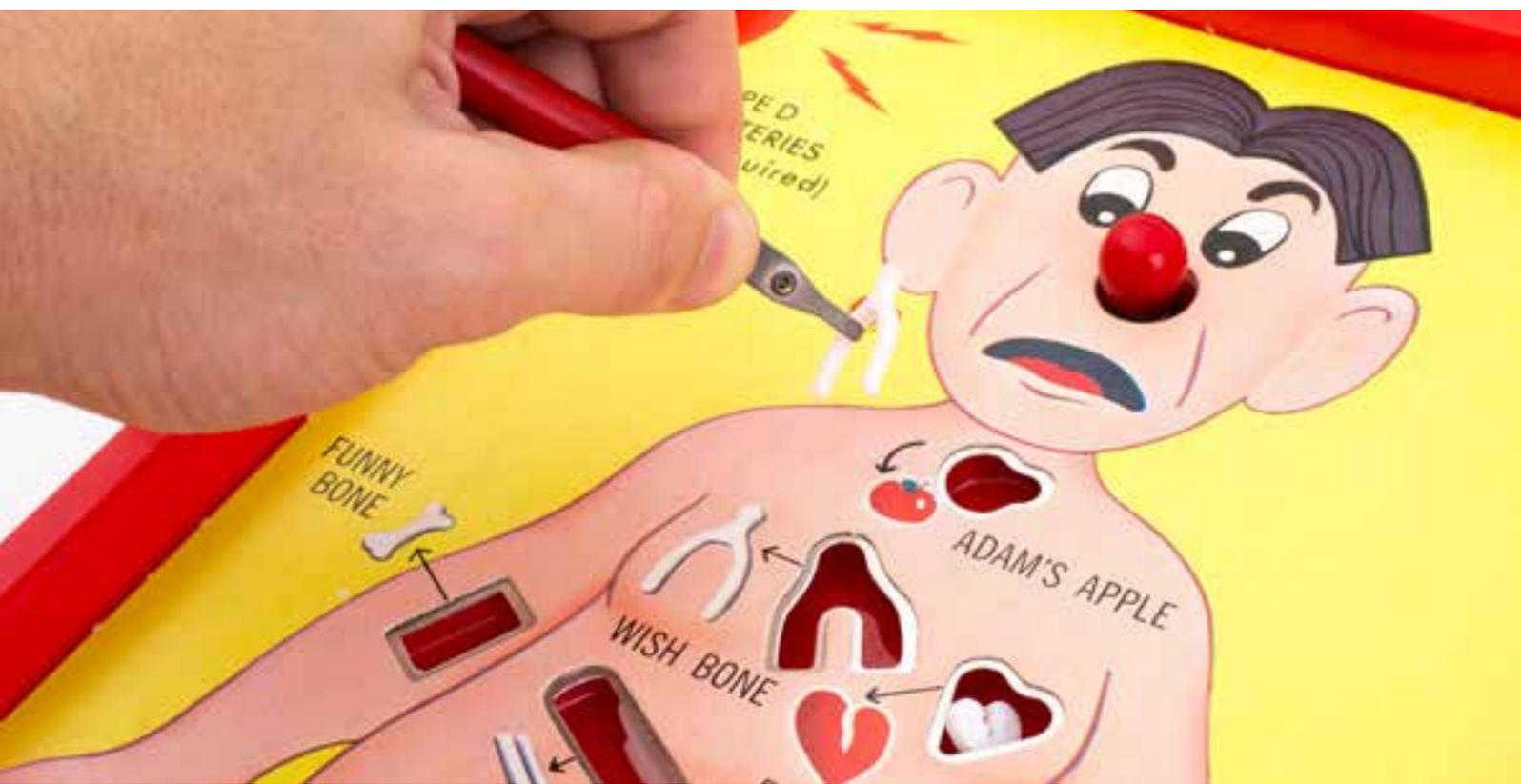


Informing Interventions, Shaping Services

Extracting the right research insight to inform
public health improvements



Answering tough public health questions

Why do people visit A&E departments for non-emergency care when there are alternative options?



What is the best way to communicate the benefits of a colonoscopy?



What are the sensitivities around organ donation in specific ethnic groups?



How can the long term impacts of urban regeneration on health be measured?



Research questions around public health issues can be tough. Sensitive subjects, ethical considerations, hard to reach populations, complex sampling approaches and multiple stakeholder interests are just some of the challenges that can be encountered. But the questions above are just a few examples of those that the public health team at BMG Research have successfully answered on behalf of our clients through the collection of primary data.

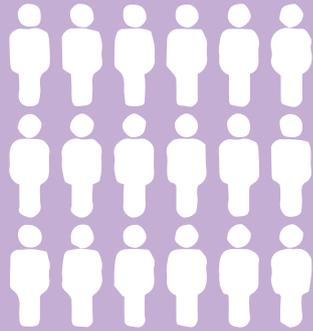
From our base in Birmingham we work with a range of organisations including CCGs, Universities and Local Authorities to help provide insight that can answer difficult questions; insight that we know is being used to shape service and inform interventions.

Specialist knowledge and technical expertise combined with the highest possible standards around confidentiality and data security means that we are a research agency that is ideally positioned to make significant contributions to shaping policy in a fast changing sector.

What we do

Responding to national health priorities and local contexts our research has been used to explore:

Population health
and attitudes



The impact of
neighbourhood
level interventions
on health
inequalities



Potential
behavioural nudges



Campaign recall
and impact



How to maximise
the impact of public
documents through
cognitive testing



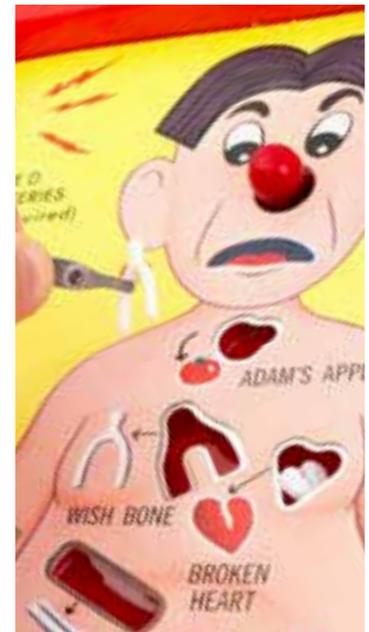
Public
understanding
of and access to
services provision



Talk to us about our operational capabilities...

BMG Research is one of the largest independent research agencies in the UK. To extract the insight our clients need to make a difference requires more than just a steady hand. We combine technical knowledge and skills with outstanding customer service. Our comprehensive resources and capabilities include:

- Our own team of highly trained face to face interviewers
- A 100 seat call centre operating 7 days a week for telephone research in several languages
- Online and mobile based survey capabilities
- An online platform for focus groups and depth interviews which is ideal for exploring particularly sensitive issues
- Proven strategies for engaging with hard to reach populations
- Random probability sampling techniques that can be applied from a district level up to a national scale
- In-house statisticians for the application of multivariate analysis
- Data analytics and infographics
- Online data reporting to improve the access to data among multiple stakeholders



Creating the right kind of buzz in health research!

Showing that we care

- We take the time to develop an in-depth understanding of our client's goals, values, and ways of working.
- We ensure that client partnerships are sustained and developed over the course of a project. A dedicated Project Manager provides day to day support, whilst communications are tailored to individual preferences.
- We never forget about the respondent. Designing questions that are simple and engaging, providing signposting to further support on sensitive issues and giving our interviewing teams appropriate training around safeguarding issues are key pillars of our approach.
- We work hard to ensure our research answers the right questions, is delivered efficiently, and the results, methodologies and other project materials are published in an accessible and unbiased way.

Who we work for



Some of our valued clients:

- Public Health England
- The National Institute for Health Research
- NHS Greater Glasgow and Clyde
- Liverpool John Moores University and the Centre For Public Health
- University of Birmingham
- Local Authorities
- Clinical Commissioning Groups
- Housing Associations



Fantastic! Thank you and the team for such a superb effort in completing the project. I know everyone has really worked hard, and it's hugely appreciated. This has been such a great project to work with you on.

**Melissa Hoskins,
Barking and Dagenham,
Havering and Redbridge
Clinical Commissioning
Groups**



Many thanks for the excellent work which you and the team at BMG have done, planning and managing the GoWell East 2016 Community Survey. Alongside achieving excellent results in a challenging area, where the population suffers badly from survey fatigue, efficient data management and rapid response to any queries make BMG a pleasure to work with."

**Julie Clark,
Glasgow University**



BMG Research: Understanding People

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Meet our team

You'll find our passion for excellence extends throughout all our colleagues. It creates the kind of energy and integrity essential in our line of work. Integrity underpins everything we do. Meet our public health research specialists.

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