

Best Use of Innovation

Awarded for a market research or analytical project that demonstrates an innovative approach that has had a positive impact on outcomes or stakeholder interactions

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"We are delighted to sponsor the Best Use of Innovation Award, to be able to showcase the application of the best of our industry's thinking, embracing not only technological advancements but also innovation in approaching complex business challenges with clarity and a fresh perspective. We are proud to champion those who, like us, embody the spirit of progress and forward-thinking excellence."

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AWARDS 2026

Winning Entry:

Breaking New Ground in Patient, Carer and Healthcare Professional Collaboration

Dr Sagair Hussain
DEBRA

Claire Mather
DEBRA

Sophie Jones
DEBRA

**Charlotte Sugden
Heron**
Synergy Healthcare
Research

Amy Page
Synergy Healthcare
Research

Cherie Peng
Synergy Healthcare
Research

Supporting members:

Caroline Magee, James Lind Alliance
Rowan Gow, Synergy Healthcare Research

Winners' Statement

"We are extremely grateful to everyone who contributed to the EB JLA process; without their involvement, this project would not have been possible. Particular thanks to the Steering Group who gave up their time to oversee and guide the project."

Executive Summary

As a charity, how do you best support the community you serve? If you are funding significant amounts of medical research, how do you know which clinical areas to prioritise? What subjects are actually a priority for your members and the wider community?

DEBRA UK wanted to undertake a James Lind Alliance (JLA) Priority Setting Partnership (PSP) process to determine the future of their medical research strategy.

The JLA PSP process is widely recognised as a collaborative and methodologically rigorous way of setting research priorities, combining high-quality evidence review with meaningful involvement from those most affected by health conditions. It helps ensure that research investment is aligned with real-world needs rather than driven solely by academic or commercial interests.

For the first time in the UK, a market research agency took part in the JLA process, lending their survey and information gathering expertise to the research process.