

Beyond Blue's Resolutions for 2025

Forget 'New Year, New Us' – we're all about **'New Year, More Us'**. We're building on our strengths, refining what we do best and setting our sights on an even brighter future. With exciting opportunities on the horizon, we're ready to make this year our best yet.

To kick things off, we're sharing our **five New Year's resolutions** – guiding principles designed to help us all continue delivering **excellence with ease** and making a real impact every step of the way.



1 | We will continue to go beyond with AI-blended insights

We can't talk about advancements without highlighting AI. In 2024, large language models (LLMs) and AI transformed research processes, delivering deeper insights and raising the bar for excellence. This momentum isn't slowing – AI is set to play an even bigger role in driving impactful, actionable intelligence in 2025.

Curious about the cutting-edge technology we've rigorously tested? Let us handle the hard work, so you can focus on turning insights into action.

Get in touch to learn more!



2 | We will deliver even greater service by expanding our US presence

We've already established strong partnerships in the US, with 68% of our projects including a US component and many of our clients based there. In 2025, we're taking it further by introducing US-based Beyond Blue account leads. With experts on the ground, we'll provide seamless service across time zones, ensuring clients have a dedicated, local partner who's always in the know.

Keep an eye out for exclusive updates as we grow our US team and expand our capabilities!



3 | We will bring Behavioural Change to the forefront of your strategy

Behavioural science and behavioural change have been at the heart of our work for years, shaping how we deliver results. Our Beyond Behaviour team of expert market researchers brings a deep understanding of human behaviour and decision-making to every project. In 2025, we'll highlight how integrating behavioural change has helped our clients achieve measurable results through practical, actionable interventions that drive real impact.

Want to see how we can add value – not complexity – to your strategy?

Get in touch with our Beyond Behaviour team today



4 | We will bring focus back to the human experience

As AI and automation evolve, we see a growing need to reconnect with the human side of research, uncovering deeper insights into the patient experience. This shift will drive a renewed focus on patient centricity, with approaches like ethnography, agile online communities and in-the-moment app-based research taking centre stage once again.

Looking to prioritise patient engagement and deliver more meaningful insights in 2025?

Get in touch for expert tips on adopting a more human-centred approach in your research.



5 | We will share more of our subject matter expertise

You may know us for our expertise in oncology and neurology, but our capabilities go far beyond. With over 20 years of pharmaceutical insights, we've developed a deep understanding of rare diseases, cardiometabolic conditions, radiology and more. In 2025, we're excited to bring these insights to the forefront, helping you achieve success across a wider range of therapies.

Let's connect to discuss how our expertise can support your research goals this year.



Interested in a deeper dive into our 2025 plans?
Book a discovery call with us by emailing
hello@beyondblueinsight.com

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