



## **The 'More for Less' Award**

Sponsored by Cegecim Strategic Data

### **JUDGES' COMMENTS ABOUT THE 3 SHORT-LISTED ENTRIES**

#### **Virtual Future**

##### ***UCB/Insight Research Group***

This case study – based on a live online qualitative approach – ultimately delivered a new identity for UCB's Research and Development function. The approach was innovative and cost-effective, and the new identity appears to resonate with both UCB staff and external customers and contacts. The panel was impressed with both the speed of turnaround and the fact that the concept which was adopted was generated by the research itself rather than having been one of the ones originally tested.

#### **Painting Patient Pictures with longitudinal data**

##### ***Pfizer***

This submission was based on the analysis of longitudinal patient data to aid understanding of a potential adherence issue. Good methodological reasons were given for choosing this approach over more expensive alternatives and the analysis was sound. The recommendations were strong and actionable and led to the identification of several potentially successful outcomes for the business.

#### **Price Cap Analysis**

##### ***Pfizer***

This project revolved the enhancement of an existing patient model which was subsequently used to justify a change to the price cap for a specialist brand. The approach adopted was methodologically robust and the resulting recommendations have since been accepted by the UK leadership team. The panel were impressed with the wide variety of internal and external information sources used to support and challenge the model and the subsequent reduction in the price cap should lead to many more patients receiving the product in future.

## **WINNING ENTRY**

### **Painting Patient Pictures with longitudinal data** *Pfizer*

#### **Executive Summary:**

Poor adherence to therapy is a common issue, and expensive marketing programmes are commonly launched to tackle it. Many research techniques are available to understand and quantify the issues, but this project utilised an existing longitudinal patient database, saving both time and money compared with other patient qual or quant methods.

By analysing results in graphical format, we developed a more focussed understanding of our compliance issue. As a result, we have been able to recommend a far more focussed marketing effort, which in itself will provide maximum incremental value for lower cost than a full, untargeted patient compliance programme.

#### **Judges comments about why this entry stood out:**

All three submissions in this category were well written and all clearly met their objectives for a relatively small outlay. While none truly quantified the impact of the project on the UK business, the judges felt that Pfizer's decision not to manufacture additional pack sizes as a result of this project, and their incorporation of the data into a review of national healthcare targets, just gave the edge to Painting Patient Pictures.