



Best Business Impact

"As a champion for turning data and insights into tangible actions in order to bring about meaningful change, CREATION.co is delighted to continue sponsoring the BHBI's BOBI award 'Best Business Impact'. Since 1998 our insights and consulting have informed the strategies of the world's largest healthcare companies and we are excited to recognise those who also desire to bring about business impact, bettering the lives and experiences of patients, healthcare professionals and wider health stakeholders."

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Awarded for a research or analytical project that has demonstrated a significant impact on the client's UK business

Highly Commended Entries:


From PoM to P: The Insight-Driven Development of Britain's First Over-the-Counter Local Vaginal Hormone Replacement Therapy



Danielle Patterson
Bryter



Emma Pulman
Bryter




Seb Martin
Bryter

Executive Summary:
Bryter delivered a comprehensive research program in support of the successful reclassification and launch of the first ever local vaginal HRT to become available over-the-counter in the UK.


Insight from quantitative data analysis and focus groups with patients and pharmacists were integral parts of an ultimately successful product launch.

The research gave vital input into commercial preparations for launch. Market and pharmacist understanding, and price testing was delivered in this critical landscape changing and strategic work which now sees the product directly benefitting women across the UK.

Project Jagger – Improving Customer Satisfaction




Nicole Westacott
Sanofi




Niclas Holme
Brains and Cheek

Supporting team:
Michael Wilson, Sanofi



Laura McDonald
Brains and Cheek




Sian Lewis
Brains and Cheek


Executive Summary:
Project Jagger provided an invaluable understanding of how a recent restructure impacted customer satisfaction and showed what organisational changes were necessary to better respond to customer needs. The research completely changed the go-to-market model and facilitated structural and operational changes supported by a set of strategic priorities. The organisational impact included the adoption of an omnichannel approach, the move to a hybrid customer engagement model and the development of a customer engagement dashboard to track performance across all customer touchpoints.

Ultimately this led to real-world improvements in customer satisfaction as measured via NPS scores.


Influencing Upwards – Utilising the 3 P's to Shape Company Direction




Steve Lowery
Red Leaf




Philippa Hammerton
Red Leaf




Liz Vickery
Red Leaf



Shaan Thakerar
AbbVie



Amelia Brause
AbbVie




Lauren Edmondson
AbbVie


Executive Summary:
This programme of research used a true partnership approach, taking a portfolio wide view to address a unique business issue. By working with one agency across multiple projects, it was possible to enable synergies and take learnings from each project to inform the others.

The results challenged assumptions and enhanced AbbVie's understanding of how to effectively position each product within each indication and across the portfolio and how best to communicate about them. The research had a huge impact on the strategy and direction of the IBD portfolio, informing messaging, salesforce structure and how these products will be promoted worldwide.

Sepsis: The Global Health Challenge




Ellie Foot
Ipsos



Emma Lambert
Ipsos

Supporting team:
Arnaud Favry, BioMérieux
Ron Daniels, UK Sepsis Trust



Hannah Tough
Ipsos

Executive Summary:
Sepsis is one of the primary causes of death globally. Currently claiming around 11 million lives each year, with deaths increasing due to antimicrobial resistance (AMR). It is essential for the use of in vitro diagnostics (IVD) to be used in the healthcare setting to combat both AMR and sepsis.

On behalf of UK Sepsis Trust and bioMérieux, Ipsos conducted research amongst the general population of the UK and other European countries to capture awareness and knowledge of Sepsis, AMR and IVD, to demonstrate the need for education on the link between the 3 metrics and help end preventable deaths.