



best of business intelligence

Best Patient-Centric Approach

“Janssen is proud to once again sponsor the BOBI award for ‘Best Patient-Centric Approach’. Driven by the Johnson & Johnson Credo, Janssen is committed to ensuring the voice of our patients is at the centre of decision making, enabling us to build on the excellent heritage we have of delivering exceptional outcomes to our customers and their patients. We are pleased to support an award that recognises the importance of the patient voice and the critical role of BI in ensuring this is heard.”

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Awarded for a research project or analytical approach that has helped a company or the NHS to put patients at the heart of decision-making

Highly Commended Entries:

The LHON Society Website: Accessibility-Driven Design for a Vision Loss Charity



Holly Joscelyne
Cuttsy+Cuttsy



Philippa Pristerà
Cuttsy+Cuttsy



Louise Jones
Cuttsy+Cuttsy



Jessica Jackson
Cuttsy+Cuttsy

Supporting team:
LHON Society

Executive Summary:

The LHON Society is an authentic voice for information and support for people living with the rare disease, Hereditary Optic Neuropathy (LHON). Their existing website faced accessibility and security issues and combined with limited time and resource, the society was struggling to mobilise and engage their community.

We worked with the Society to identify their strategic priorities and equip them with appropriate tools to engage members of the LHON community. The output was a refreshed brand, a new accessible website, new content to inspire and engage, and digital self-sufficiency tools to provide ongoing support for people living with LHON.

Developing Patient-Oriented Support Tools in ASCVD



Calum East
Strat7 Incite



Barbara Taylor
Novartis UK



Tessa Brayford
Strat7 Incite



Shreya Saraf
Strat7 Incite



Celia Pearce
Novartis UK

Executive Summary:

Challenge defined: Novartis sought a deep understanding of the atherosclerotic cardiovascular disease (ASCVD) patient experience to underpin the development of patient-centric resources and support tools.

Approach designed: A three step research approach with UK ASCVD patients:

1. Short onboarding call
2. Video diary via mobile application
3. Depth interviews

Impact realised: The insights fed directly into ideation workshops to develop initiatives to better support patients. Patient awareness campaigns and support tools borne out of the workshops are currently in development.

Giving Inflammatory Bowel Disease Patients a Voice



Mauro Morando
Brains and Cheek



Haris Hajdarovic
Brains and Cheek



Camille Hoffman
Galapagos

Supporting team:

Bors Hulesch, Brains and Cheek
Niclas Holme, Brains and Cheek

Executive Summary:

Our project enabled a new player to enter the Inflammatory Bowel Disease market equipped with an in-depth understanding of the patient’s experience.

The project demonstrated the unique benefits of a hybrid ethnographic approach that was designed to circumvent the challenges of the pandemic, combining face-to-face and digital methodologies.

The research enabled the manufacturer to drive awareness internally and externally at congresses and events on patient centricity shaping up both commercial strategy and patient engagement roadmap.



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Highly Commended Entries:

Combating Delayed Referral: How Research Provided Insights into Improving Early Referral Rates for Metastatic Breast Cancer Patients in Primary Care



Charlotte Sugden Heron
Synergy Healthcare Research



Larissa Dempsey
Synergy Healthcare Research



Patrick Dalton
Synergy Healthcare Research

Supporting team:

- Alison Raven**, Breast Cancer Now
- Daisy Naughton**, Breast Cancer Now
- Manveet Basra**, Breast Cancer Now
- Lauren Songour**, Breast Cancer Now
- Paul Head**, Breast Cancer Now
- Catherine Priestley**, Breast Cancer Now

Anna Lewis
Breast Cancer Now

Jennie Mendel
Breast Cancer Now

Emma Lavelle
Breast Cancer Now

Executive Summary:

It is estimated that over 61,000 people are living with metastatic (secondary) breast cancer in the UK. In around 5% of women, breast cancer has already spread by the time it is diagnosed.

Patients presenting with metastatic breast cancer often experience delayed referral from their GP. This research informed Breast Cancer Now’s strategy in improving early diagnosis rates by identifying the key barriers to referring patients with suspected metastatic breast cancer and identifying information needs in overcoming these barriers.

Shining a Light on the Inequality of Cancer Outcomes Across the UK



Patrick Phelan
Strategic North



Lucas Daly
Strategic North



Nila Sanyal
Strategic North



Issy Parry
Strategic North



Lara Lucchese
Bristol Myers Squibb



Lolita McGee
Bristol Myers Squibb

Supporting team:

- Mel Samson**, Strategic North
- Aisha Johnson**, Strategic North
- Will Brennan**, Aurora Healthcare Communications
- Molly Stephenson**, Aurora Healthcare Communications
- Cara Seaton**, Aurora Healthcare Communications
- Anna Lenherr**, Aurora Healthcare Communications
- Anna Keeley**, Aurora Healthcare Communications
- Amber Maywood**, Aurora Healthcare Communications



Joe Balfour
Aurora Healthcare Communications



Ceinwen Giles
Shine Cancer Support

Executive Summary:

Numerous publications have identified healthcare inequalities based on education, socio-economic background, region and more. This manifests clearly in cancer, but understanding the human impact is often missed.

Despite vast amount of research into these disparities, we identified a lack of representation of the patient voice to truly understand the nuanced nature of the wider issues.

By gathering insights from under-represented, hard-to-reach groups, we were able shine a light on the lived experiences and stories of patients, validated in a large quantitative study. These insights have fed directly into a nationwide campaign seeking to address the inequalities highlighted in the research.