

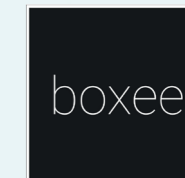


best of business intelligence

Best Use of Innovation

“The entire boxee group team is super excited, proud and delighted to be sponsoring ‘Best Use of Innovation’ at the 2023 BOBI awards. Innovation is the lifeblood of any business, healthcare market research is no different, and being more awesome in what we do as an industry needs to be celebrated as much as possible.”

Sponsored by



Awarded for an innovative approach that has had a positive impact on outcomes or stakeholder interactions

Highly Commended Entries:

Rethinking Pathways: A Simulation-Based Approach to Evidence-Driven NHS Planning

Parita Patel
CorEvitas



Eva Fuchs
CorEvitas



Simon Keady
Biogen



Ivan Rickard
Biogen

Executive Summary:

COVID-19 has brought shortcomings and inequalities within the NHS sharply into focus whilst the introduction of Integrated Care Systems requires clinical pathways to be re-structured to realise targets and service efficiencies.

The need for digital tools to support decision-making is pressing.

CorEvitas and Biogen have developed the IBD Simulation Model to support infusion clinics struggling with a high patient load by identifying the resources and equipment required for a robust sustainable infusion service.

The transparent pathway combined with real-world data and configurable local inputs, facilitates informed and evidence-driven planning by clinicians and commissioners to optimise services and improve patient outcomes.

Redefining Patient Profiling in Fabry Disease by Better Understanding Our Client’s Existing Intelligence



Sheetal Padania
Origins

Supporting team:

Su Smith, Origins
Stacey East, Origins
Mark Corbett, Origins

Executive Summary:

Our client wanted to understand how patients with a rare degenerative condition could be better segmented, based on clinical background and needs.

As our client has significant heritage in this area, we felt a pertinent use of their budget would be to re-analyse existing intelligence. We were confident that interrogating these data with a different lens would uncover new insights and fulfil their objectives.

This resulted in development of patient personas, later validated with HCPs. These personas informed our client’s clinical trial inclusion criteria for their new treatment; and will redefine the way that patients are managed in the future.

Reimagining Communications Research for an Attention Starved World



Hannah Mann
Day One Strategy Ltd.



Sarah Morley
Janssen

Supporting team:

Zahidah Ahmad, Day One Strategy Ltd.

Executive Summary:

Reimagining communications research for an attention starved world.

We were tasked with optimising the development of a UK eDetail for a well-known oncology responding to the challenges of increased competition. We combined the old with the new – 15 x 60 min WATIs with HCPs and AI driven attention analysis to help our client maximise message hierarchy, simplify content and improve navigation.

This novel methodology meant we were able to give more robust feedback around specific pain points such as layout, structure and visualisation. This will ensure HCPs take away the intended messages and are more likely to prescribe the drug.