

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

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## Finalists:

### From Rejection to Recommendation: Overturning a NICE Decision to Improve Patient Access



**Martin Furze**  
Sanofi



**Matthew Bradberry**  
Sanofi



**Luke Skinner**  
Sanofi

**Supporting team:**  
**Katharina Ecsy**, Sanofi  
**Arunesh Sil**, Sanofi  
**Richard Hudson**, Sanofi  
Anthony Nolan



**Charlotte Sugden Heron**  
Synergy Healthcare Research



**Amy Page**  
Synergy Healthcare Research



**Larissa Dempsey**  
Synergy Healthcare Research

#### Executive Summary:

What happens when NICE publishes draft guidance that does not recommend use of your new medication, due to a lack of quality-of-life data in the target patient population?

We went and conducted new research to collect the necessary data needed to challenge the decision.

Research was designed, in partnership with a leading UK charity, to gather data from a small patient population with significant quality-of-life issues and lack of treatment options.

The data helped contribute to overturning NICE's draft decision – giving more patients access to a much-needed new treatment option.

### It's About Time – How Research Empowered Pharmacists to Offer Men More Than One Option



**Eryl Lloyd**  
Sanofi



**Lucy Howells**  
Synergy Healthcare Research



**Rachael Stallwood**  
Synergy Healthcare Research

**Supporting team:**  
**Aurore Bourdeau**, Sanofi  
**Marine Pletinckx**, Sanofi  
**Jurga Budriene**, Sanofi  
**Nicole Kirkland**, Havas



**Patrick Dalton**  
Synergy Healthcare Research

#### Executive Summary:

Navigating the launch of a POM to P brand switch posed formidable challenges, given the 'taboo' therapy area and domination from an iconic brand. It was about time things changed.

Research was required to help shape and support the launch, providing a deeper understanding of purchasing processes and to optimise development of communication materials and support for pharmacies.

Research findings unveiled pivotal factors influencing preference for pharmacy products, which in turn, informed the optimisation of marketing and support materials. By leveraging these insights, our approach was successful at disrupting the status quo, establishing a foothold in an entrenched market.

### Back-to-Basics: The Key to an Impactful Strategic Shift



**Samy Issaoui**  
Instar Research



**Nick Gooch**  
Sanofi UK



**Ehsan Barazandehpay**  
Sanofi UK

**Supporting team:**  
**Yifei Wang**, Sanofi UK  
**Antonio Cravino**, Sanofi UK



**Melinda Simon**  
Instar Research



**Annick van Zyl**  
Instar Research

#### Executive Summary:

Falling short on efficacy perceptions versus their main competitor, Sanofi's ultra long-acting insulin was losing market share within Type 1 Diabetes and needed a refreshed brand strategy.

Two waves of a 20-minute online survey conducted among prescribers in the UK highlighted the key influences on prescribing choice (identifying areas of opportunity for Sanofi).

Through cross-functional collaboration, Sanofi was able to fully integrate these insights into their new strategy – whose success is demonstrated by recovered market share and Sanofi's insulin leading on prescribing intention.