

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



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What happens when NICE publishes draft guidance that does not recommend use of your new medication, due to a lack of quality-of-life data in the target patient population?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