

Best Business Impact

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

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Winning Entry:

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



Martin Furze
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Charlotte Sugden Heron
Synergy Healthcare Research



Amy Page
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Larissa Dempsey
Synergy Healthcare Research

Winners' Statement

“A huge thank you to all the patients and carers who participated. NICE's decision reversal is a huge benefit for patients, who would not have been able to access this new treatment had the initial draft negative NICE assessment not been overturned.”

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What happens when NICE publishes draft guidance that does not recommend use of your new medication, due to a lack of quality-of-life data in the target patient population?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