



Best Patient-Centric Approach

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

“At Sanofi, we are delighted to sponsor the BOBI Award for Best Patient Centric Approach. This links closely with our purpose to chase the miracles of science to improve people’s lives. Understanding our nation’s health challenges, wishes and needs often becomes the responsibility of business insight teams. We would like to highlight and celebrate the best business insight professionals who truly focus on the patient at the heart of the work they deliver.”

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Winning Entry:

I COUNT – Triple Negative Breast Cancer Matters Placing a Spotlight on the Voice of People with TNBC



Vivienne Farr
Narrative Health



Sian Guthrie
Narrative Health



Charley Boyles
MSD



Natasha Silkin
MSD

Winners' Statement

“It is great to see research making it to parliament and being used to improve the lives of people living with TNBC and to influence cancer policy. It has been important to understand the specific needs of this group of younger people living with breast cancer to provide more patient-centric information and support.”

Executive Summary

Despite the wide-ranging impacts of Triple Negative Breast Cancer (TNBC), very little information has been published on peoples’ lived experiences. There was a need to shine a spotlight on this, to ensure people with TNBC feel that they count and are being counted by those accountable for cancer services.

The patient research was foundational in development of the I count campaign and policy document which put patient voices and experiences front and centre. It sets out recommendations to policymakers to improve TNBC care, including ensuring all patients can access tailored and holistic support, improved treatment pathways and improved data collection.