



EXCELLENCE

INTEGRITY

bhbia2021



best of business intelligence

BOBI Awards Ceremony
Monday 10th May 2021

**VIRTUAL
ANNUAL CONFERENCE**

10-12 MAY 2021

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#BHBI2021 and #BOBIawards

DAY 1 – MONDAY 10TH MAY 2021

09.25 Registration

09.40 Introduction and Welcome from the BHBIA Board

Paul O'Nions, BHBIA Chair and Head of Business Operations & Support – Sanofi & Kate Stevens, BHBIA Director and Director, KES Consultancy



09.50 What does BI mean to you?

Uday Bose, Country Managing Director and Head of HP – Boehringer Ingelheim Ltd



09.55 Researching the White Space in Early Pipeline

Lucy Snowdon, Research Director – Vox.Bio & Chris Stevenson, CEO – Cambridge Healthcare Research

Innovation in the pharma industry is undergoing a period of significant change. Much of big pharma have faced (and will continue to face) a patent cliff. At the same time, there is increasing competitive pressure from new entrants such as small biotech, technology and digital health companies. As companies seek to replenish and diversify pipelines, gaining a true in-depth understanding of early clinical opportunities is crucial to safeguarding future success. In this presentation, we will narrate the current early asset space, highlighting the challenges in identifying “white space” and the growing importance of biotech and technology companies in driving innovation. In a piece of novel research, using our combined approach of primary and secondary research, we will provide examples of the ‘hot’ therapy areas for the future and the prescriber and patient experience of existing in a therapeutic “white space”.



10.15 Patients, Doctors & Pandemics: Data-driven Responses to Supporting the Delivery of Care

Dionisio Acosta-Mena, Senior Data Scientist, Cegedim Health Data UK

This talk showcases a series of case studies addressing the challenges posed by the COVID19 pandemic to the UK healthcare ecosystem by harnessing primary care data in an ethical and trustworthy manner. The case studies encompass all aspects of healthcare, from elicitation of clinical evidence and generation of insights of the effect of the pandemic to the identification of vulnerable populations and supporting the implementation of best clinical practice at the point of care.



10.45 Entertainment

11.00 Sponsored Session: Leveraging Technology for Fieldwork Solutions

SurveyHealthcareGlobus
Perfect Data.

11.20 Break

11.45 Body & Mind – Yoga

11.55 The Only Way is Ethics! Challenging Times, Changing Standards

Matthew Beckett, Chair ECC – BHBIA & Managing Director – CSL Ltd

Whether you're company, agency, market research or data analytics based, this session aims to bring you up-to-date with the impact of an eventful year in our industry:

- Recent regulatory changes you need to know about
- Upcoming developments and what to look out for
- How has the pandemic impacted compliance?
- How the BHBIA's resources can support you through change



12.10 Market Research as a Catalyst to Unlock Authentic and Meaningful Alignment between Internal and External Needs

Roberto Cortese, Senior Director UK – Elma Research & Nina Sabine Ploetz, Marketing Lead, Alexion International

Have you ever wondered what market research has to do with dance? Join Nina and Roberto for this exciting session to learn about a new research model, created to accelerate a patient-based strategy and address an unmet need of a rare patient population never researched before. Drawing a parallel with dance, they will take you through the thinking, the steps and some of the outputs of the approach, designed to deliver more meaningful alignment between internal and external needs.



12.35 Lunch & Ethics and Compliance Drop-in

Come and meet members of the Ethics & Compliance Committee – a chance to put your questions to the team, hear about what we are currently working on and make suggestions about what our future priorities should be.

12.55 Lunch & Networking rooms

13.35 Workshops – Choose from one of the following five

Workshop 1: Promoting the Value of Market Research During Changing Times and Priorities

Claire Derbyshire, Customer Insight Partner – Abbvie UK, Dr Lucy Howells, Director, Patrick Dalton, Account Director & Sue Thamia, Director – Synergy Healthcare Research Ltd

This fully interactive session, with delegates working together in small groups, will help researchers in companies and agencies to articulate the value of market research to end users, in marketing, sales or market access.

It will provide skills to help secure budget, justify the need for a project facing postponement, and debate the value of primary market research over ad-boards or the 'five questions on an online survey' will do view.



Workshop 2: Why is Data Know-How Important for Everyone?

Swati Sharma, Engagement Manager – IQVIA

Using big data intelligently is associated with better business performance. The more companies characterised themselves as data-driven, the better they performed on objective measures of financial and operational results. Furthermore, companies in the top third of their industry in the use of data-driven decision making were, on average, 5% more productive and 6% more profitable than their competitors. A key characteristic of such companies is the entrenchment of a data ecosystem where individuals are engaging with data from extraction to visualisation, and with every function within the business interacting with this ecosystem for their unique data needs. In this workshop, we will enable you to evaluate the efficacy of your own data ecosystem with the use of industry analogues.



Workshop 3: The Future of Technology in Healthcare

Carolyn Chamberlain, Commercial Director & Mike Pepp, Innovation Lead and Research Director – Blueprint Partnership

The Future of Technology in Healthcare PMR - New, fresh, pertinent insights focused on exploring the needs of the patient of tomorrow using pressure tested technology alongside human intelligence. We have validated multiple tech instruments to understand the incremental benefits each bring to unearthing those emotional insights for the patient of tomorrow, including predictive instruments such as SWARM AI and voice emotion technology – all to be shared at the workshop presentation!



Workshop 4: A Review of Real World Data in Support of Local Market Access

Tony Cox, Development Director – OPEN Health Evidence & Access

We will take you on a journey through the wealth of Real World Data, to understand how and where it can be used and more importantly how to develop analysis and tools to support your field teams to deliver real positive change within their local healthcare environments. Using data to get results whilst remaining compliant to the regulations.



Workshop 5: Right Now, How is the Digital Voice of the Patient Changing?

Elizabeth Fairley, COO & Jo Halliday, CEO – Talking Medicines Limited

We will lead an engaging discussion on the rapid change of digital information and how the capturing of the digital voice of the patient (health care consumer) is playing a key role in changing the landscape for the healthcare system and all those connected to it. People are contributing to the change in the world of social media through their openness to give an opinion and by becoming more involved in decisions about their health.



14.20 Making Creative Use of Data to Support the Health and Social Care System

David Maguire – The King's Fund

This session will give insights about the richness of data available to everyone, the additional data the NHS makes available that is often overlooked and the importance of creativity in analysis while being knowledgeable about what your audience wants.



14.50 Panel Discussion: What are the Next Big Disruptors Set to Transform the Pharma Market and How Can you Use Them to Stay Ahead of the Curve and Better Meet Increasing Customer Expectations Today?

Darren Kottler, Business Insights Manager – Chugai Pharma, Jon Freeman, Director – Synergy Healthcare, Jason Bryant, Director – Petal Consulting & Samir Paul, Senior International Business Analyst, Commercial Excellence – Kyowa Kirin

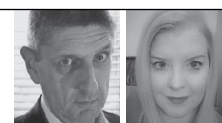
2020 was a year of change and adaptation for almost every function within pharma. An industry typically characterised as slow and steady proved it could be nimble and successful at change. Come and generate some ideas and take away insights for development with your peers to see what other disruptors can be leveraged for a positive and well managed change.



15.35 Summary and Close

18.00 BOBI Awards Ceremony

Live-streamed ceremony, hosted by Wilf Iliffe, 14 Four Analytics/BOBI Committee Chair and Kelly West, Boehringer Ingelheim/BOBI Committee – Board Link



DAY 2 – TUESDAY 11TH MAY 2021

09.25 Registration

09.40 Introduction and Welcome from the BHBIA Board

Neil Reynolds, BHBIA Treasurer and Observational Research Director – Adelphi Real World,
Nick Coolican Smith, BHBIA Deputy Chair and Director of CRM – Theramex and Liz Saunders,
BHBIA Engagement Officer



09.55 Keynote Speaker – Dr Nerina Ramlakhan – Take 5 to Thrive

Nerina Ramlakhan PhD is a physiologist who has specialised in maximising individual and organisational performance for over two decades. As the original founder of BUPA's Corporate Wellbeing Solutions, she was a regular speaker at many City groups. In April 2000, she set up her own consultancy and has worked in various industries including sport (Chelsea Football Club), legal, insurance, accountancy, management consultancy, various sections of the police services, call centres, investment banking, telecommunications, healthcare and pharmaceutical, oil, TV, defence, engineering and IT. Nerina's work with individuals and organisations includes motivational and leadership programmes, and Wellness and Energy programmes. Nerina works with the Capio Nightingale Psychiatric Hospital in London on their sleep, energy & physical health programmes that are designed to support mental wellbeing. She also runs regular sleep/energy workshops for women recovering from cancer at the Haven Centre in Fulham.



10.25 Fieldwork Forum Update

Adam Irwin, BHBIA Fieldwork Forum Chair & Managing Director, GKA

Adam and other Fieldwork Forum representatives will update members on the latest initiatives that the group is working on. The group's aim is to foster best practice and keep a strong focus on the importance of treating our respondents with respect so that they want to keep taking part in market research.



10.45 How can Technology help us Better Uncover Emotional Triggers to Prescribing Decisions vs. Traditional Methods, and Ensure High Respondent Engagement in Virtual Research?

Emma Burrows, EMEA Market Research Consultant – Janssen & Kirsty Hope, Director – Adelphi Research

Compared to traditional research what value can innovative techniques such as Virtual Reality and Chatbots bring, and how can they help us engage in deeper dialogue with vulnerable patients? Through reflection on case studies, we aim to challenge assumptions around technology and inspire teams to think outside of the box when uncovering emotional influences, and amplifying the voice of the patient, considering the altered and increasingly virtual research landscape.



11.15 Annual General Meeting

Paul O'Nions, BHBIA Chair & Neil Reynolds, BHBIA Treasurer

The AGM is your chance to influence the key decisions on how the BHBIA is run and input into the initiatives we focus on. This session will explain how BHBIA finances are being managed to maximise funds available to drive our new initiatives forward and will include the results of the elections for the Board members who will take up their new posts immediately after the conference.



11.40 Sponsored Session: Health Equity and Understanding the True Patient Population



12.00 Break

12.25 Meet the winners

Come and congratulate the BOBI winners – and find out more about their winning entries. After a recap of who the winners are, you'll have a chance to join individual break-out sessions for each award, hosted by the sponsors.

12.45 'The Doctor will Zoom you Now' – The Impact of Care at a Distance on Patient Experience

Ana Edelenbosch, Senior Research Manager & Kyrsten Corbijn, Analyst – SKIM Europe

In March 2020, our world suddenly changed completely. Within the healthcare industry, from one day to the next, care moved from face-to-face interaction to a digital system. This has undoubtedly impacted the patients experience of their care but to what extent? Through tracking research, SKIM has investigated the patients perspective, and will share what we've learned and what marketing opportunities this creates for pharmaceutical companies in terms of patient centricity within this new normal.



13.10 Lunch & Networking rooms

14.40 Leading Perspectives: Digitalisation and the Future of Healthcare

Vicki Newlove, Associate Director – Research Partnership, Jason Bonnett, Head of Marketing (General Medicines Business Unit, UK & Ireland) – Sanofi, Andrew Adams, Business & Customer Excellence Director (UK & Ireland) – Ipsen & Dr. Amit Arora, Ophthalmologist, UK

COVID-19 forced us all to quickly adapt how we live and work and has accelerated the move towards digital healthcare solutions. But is it here to stay? Where are the opportunities for digitalisation and how can success be reliably measured? What is the impact on the business intelligence community? Join our live panel thought-leadership debate to find out what representatives from all corners of the industry really think about the key issues of the day.



15.20 Summary and Introduction to the Workshops

15.30-16.15 Workshops – Choose from one of the following five

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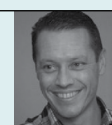
The Future of Technology in Healthcare PMR - New, fresh, pertinent insights focused on exploring the needs of the patient of tomorrow using pressure tested technology alongside human intelligence. We have validated multiple tech instruments to understand the incremental benefits each bring to unearthing those emotional insights for the patient of tomorrow, including predictive instruments such as SWARM AI and voice emotion technology – all to be shared at the workshop presentation!



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Tony Cox, Development Director – OPEN Health Evidence & Access

We will take you on a journey through the wealth of Real World Data, to understand how and where it can be used and more importantly how to analyse and tools to support your field teams to deliver real positive change within their local healthcare environments. Using data to get results whilst remaining compliant to the regulations.



Workshop 5: Why Should Anyone Listen to You?

Daniel Wain, Founder Director – Daniel Wain Consulting Ltd.

Increase your personal influence & impact – Ours is a 'people' business; it's built upon relationships and influence. Clients, whether internal or external, will listen to, and be influenced by, those who sell the benefits to them of doing so, who deliver their definition of 'value' and whom they trust and respect. Discover the key tools, skills and tactics of effective influencers and how to apply these to your own stakeholder relationships. You'll leave this highly pragmatic masterclass with tangible take-outs that will help make a real difference to the scope and scale of your own influence and impact.



18.00 Evening Social – Bingo & Beats

DAY 3 – WEDNESDAY 12TH MAY 2021

09.25 Registration

09.40 Introduction and Welcome from the BHBI Board

Rob Heathcote, BHBI Director and Director – Project Management Informations Offering – IQVIA and Jenny Dawson, BHBI Deputy Chair



09.50 What does BI mean to you?

Craig Hopper, Project Lead, Global Innovation and Digital Commercial Transformation (IDEA) Team – Novartis



09.55 BHBI Dragon's Den: Where will you be Investing your Time and Money in 2021 and Beyond

Aurora Albert, Partner – Day One, Tim Robinson, Head of Global Immunology Insights – UCB, Christine Launay, Director, Global Commercial Insights, PH Therapeutic Area – The Janssen Pharmaceutical Companies of Johnson & Johnson and Jenny Cummins, Founder – Shine Advise

In this lively and fun debate based on the TV programme Dragon's Den, Day One will ask 3 client panellists to pitch their ideas for what they see as the future of data, analytics and insight. They will have to convince the Dragons (you the audience) that their idea is the best in order to win your vote in the live poll at the end. Come to this session if you want to hear from industry leaders on what is hot and what is not!



10.25 Feeling Fragile about Agile? A Real-life Case Study

Faye Holmes, Associate Director – HRW & Rachael Czujko, Senior Business Insights Lead – MSD

"Agile" has become somewhat of a buzzword but often, it's used in various contexts and with different interpretations. In market research, "agile" doesn't just mean fast turnaround; it's a different way of working, taking a collaborative and iterative approach in order to continuously improve. Using a recent case study, we'll be taking a reflective approach to reveal the true benefits, drawbacks and sharing principles for successful "agile working".



10.45 Break

11.30 Body & Mind – Meditation

11.40 Demystifying AI – A Peek Inside the Black Box

Matthew Beckett, Managing Director – CSL

A session aimed at those sick of hearing about AI & sceptical about whether it's worth the cloud it's written on. The presentation guides those new to AI through the multitude of terms and concepts involved, providing examples to demystify the hype, and suggests how to overcome the common barriers to usage.



12.10 Stubbing Out Smoking in the UK

Olivia Brickman, Research Manager – Impact Health & Dr Sudhanshu Patwardhan, Co-Founder and Medical Director – Centre for Health Research and Education

Impact Health & the Centre for Health Research and Education will introduce the issue of plateauing smoking cessation rates in the UK, and explain the need for multi-stakeholder research, grounded on a behavioural science framework. Impact Health will explain how this approach allowed us to identify the causes of insufficient smoking cessation delivery and uptake. CHRE will then share how some of the research insights are being put to use.



12.40 Virtual Working Can Turbocharge our Quest for "Actionable Insights" by Unlocking Novel and Alternative Approaches to Immersing and Engaging X-functional Brand Teams

John Grime, Director & Chris Peck, Senior Consultant – Strategic North

In this new world of virtual working, to engage x-functional brand teams and facilitate the important process of translating insights into implications to feed the development of strategic roadmaps we need to learn new skills and adapt our approach. In this session, we will share our latest thinking and experience in x-functional brand team engagement and demonstrate that virtual working is not a barrier to insights that truly drive action.



13.00 Lunch & Networking rooms

14.00 Brexit and the Life Sciences Industry: Where We Are and What Needs to be Considered Next

Jim Ward – Kerry Ventures

Brexit has unfolded as a process and not an event. The first part reviews previous events. The second part focuses on the current agreement, how companies might want to process the c.70 underlying documents and highlight specific work areas. The final part addresses Northern Ireland.



14.30 Conference Awards

14.40 Entertainment

14.55 Conference Summary & Close

CONFERENCE SPONSORS

A one-stop-shop for HCP data-collection services

SurveyHealthcareGlobus
Perfect Data.

For over 15 years, SurveyHealthcareGlobus (SHG), formerly SurveyHealthcare (SHC), has been a leader in healthcare market research, specializing in online survey data collection services that include quantitative and qualitative healthcare research, panel recruitment, programming and fieldwork management. We work directly with market research agencies and consultancies, to support pharmaceutical and medical device companies in making decisions that affect health outcomes. We do this by providing access to our global panel of 2M+ HCPs including physicians, allied healthcare professionals, payors, patients, caregivers, and key opinion leaders (KOLs) from the US, Canada, and Europe. All of our HCP survey respondents are profiled and verified in order to provide you with the most qualified healthcare perspective. Leveraging customized solutions via our proprietary technology suite, we work collaboratively with our clients to address their unique, individual needs and achieve their data research goals. With a knowledgeable team of industry experts across our global locations, we pride ourselves on providing 24-hour, top-notch client coverage, to deliver perfect data on time and within budget.

In 2019, SurveyHealthcareGlobus acquired OMR Globus, the largest independent panel of physicians and allied healthcare professionals across Europe and North America.

<https://www.surveyhealthcareglobus.com/>

Origins Insights believes that a key step towards achieving health equity is to ensure we give everyone an equal opportunity to understand and effectively engage in conversations and decisions about their health. This involves understanding and improving the language used to communicate and identifying the true patient population. The true patient population is one that is most representative of those experiencing a condition, and not the population that happens to be easiest to access.



Our goal is to identify and embed transformational patient insights as a fundamental part of the drug development process.

As a pioneering health insights agency, our purpose is to provide actionable, patient-focused intelligence that gives our clients the competitive edge.

We use inclusive, immersive research methodologies that reveal the authentic patient experience. Our flagship digital ethnography programmes have given a voice to hundreds of patients worldwide, informing clinical trial protocols and development programmes as well as patient support programmes and educational initiatives.

The Origins team is a dedicated, passionate group of people whose varied backgrounds give our programmes the individuality and personal touches they deserve.

<https://origins-insights.com/>

BOBI AWARDS CEREMONY

Creative Fieldwork Team of the Year

Awarded to a team for the most creative response to the BHBI's 'Request for Proposal' in a fantasy tender.

Sponsored by:



"The Sermo Team is pleased to sponsor the 2021 BOBI Award for 'Creative Fieldwork Team of the Year'. This award closely aligns with our daily mission to bring a creative lens to fieldwork in order to deliver high-quality data for our healthcare partners, and we are proud to support and recognise these achievements within our industry."

Highly Commended Entries:

M3 Global Research



Hannah Brown
M3 Global Research



Laura Haxton-Wilde
M3 Global Research



Tom Pugh
M3 Global Research



Tom Parkinson
M3 Global Research



Jana Rueten-Budde
M3 Global Research

Supporting team:

Christina Bendler, M3 Global Research
Daniela Bertoncini, M3 Global Research

Kantar, Profiles Division



Franco Esposito
Kantar,
Profiles Division



Rebecca Gonsalves
Kantar,
Profiles Division

Just Worldwide



Anthony Armfield
Just Worldwide



Clare Hopkins
Just Worldwide



Sarah Bennett
Just Worldwide

Day One Strategy



Aurora Albert
Day One Strategy



James Harrison
Day One Strategy



Elise Roche
Day One Strategy



Abigail Stuart
Day One Strategy

Analyst/Analyst Team of the Year

Awarded to the individual analyst/team of analysts who best showcase their skills in turning complex datasets into an interactive, engaging report that tells the story within the data.

Analyst Team of the Year
sponsored by:



"OPEN Health Evidence & Access is proud to sponsor the 'Analyst Team of the Year' Award. OPEN Health supports its clients in delivering value and evidence, through data informatics and analytics, so we are proud to recognise those who strive to gain insights which improve outcomes for patients and healthcare."

Analyst of the Year
sponsored by:



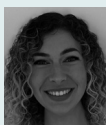
"The ability to take different sets of data, blend them together and create an informative, meaningful and action-oriented report is crucial for today's analyst. It's something we specialise in at 14 Four Analytics and so we are proud to sponsor this award as a way to recognise those individual analysts who are both skilled at data handling and able to make full use of their chosen reporting tool(s) to generate insight and information."

Highly Commended Entries:

Partners4Access B.V.



Erfan Akbraian
Partners4Access B.V.



Nadia Al Lahiq
Partners4Access B.V.



Andrea Bernardini
Partners4Access B.V.



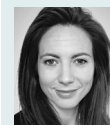
Ciaran Cassidy
Partners4Access B.V.



Richard Wang
Partners4Access B.V.

Supporting team:
Owen Bryant,
Partners4Access B.V.

KES Consultancy



Kate Stevens
KES Consultancy

Purdie Pascoe and The Stats People



Stephen Potts
Purdie Pascoe



Paolo Gambetti
Purdie Pascoe



Seb Newton
Purdie Pascoe



Gary Bennett
The Stats People



Gabija Puidokiene
The Stats People



Sarah Venable
The Stats People

Supporting team:
Marianne Purdie,
Purdie Pascoe
Martha Vakalopoulou,
Purdie Pascoe
Arveen Jumani,
Purdie Pascoe

Research Partnership



Zoe Clark
Research Partnership



Josh Nicholls
Research Partnership



Anna Evison
Research Partnership



Zahrah Malik
Research Partnership



Helen Ansell
Research Partnership



Jenny Redfearn
Research Partnership

Supporting team:
Amanda Brent,
Research Partnership

Best Newcomer

Awarded to the newcomer who performs best in a series of individual challenges based around a fictitious, but realistic case-study scenario.

Sponsored by:



"Boehringer Ingelheim is proud to be sponsoring the award for 'Best Newcomer' at the 2021 BOBI Awards. Boehringer Ingelheim is a family-owned, purpose-led, innovation-driven company, dedicated to improving health for people and animals. We are powered by our people, and therefore delighted to celebrate the contribution that newcomers deliver to our industry through fresh thinking and innovation."

Finalists:



Katy Bacon
7i Group



Francesca Cooper
HRW



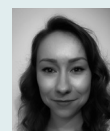
Alice Corbin
Wickenstones Ltd.



Julio da Silva
Bryter



Stacey East
Origins Insights



Jess Gillott
Branding Science



Lidia González Haro
Kantar



Abigail Graham
HRW



Michelle Healy
THE PLANNING SHOP



Olivia Hughes
Adelphi Research



Stefanie Kiew
MSD



Chloe Ormrod
Synergy Healthcare Research



Frances Salt
Ipsos MORI



Chloe Sheppard
Partners4Access



Thea Westwater Smith
Adelphi Research



Emma Wright
Blueprint Partnership

Best Use of Innovation

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

Sponsored by:



"Elma Research is delighted to sponsor the 2021 BOBI award for 'Best Use of Innovation'. At Elma, we strongly believe in the value of innovation to generate sharper insights that add value to our clients. We are honoured to recognise like-minded innovators who go beyond the status quo and help our industry provide more impact."

Highly Commended Entries:

We're in it Together!



Kelly Warth
Instar Research



Cristiana Carata
Instar Research



Joe Perluzzo
Instar Research



Rachel Brown
Instar Research

"You're on Mute!"



Claire Derbyshire
AbbVie Ltd.



Catherine Haw
HRW



Hannah McGill
HRW



Emma Neville
HRW



Caitlin Reddiex
HRW



Fatima Dos Santos
HRW

Supporting team:

Laura Kinnimont,
AbbVie Ltd.
Tim Chong, AbbVie Ltd.
Laura Ive, AbbVie Ltd.
Katy Irving, HRW

'Just a Minute!' How to Deal with Respondent Fatigue



Steve Lowery
Red Leaf



Philippa Hammerton
Red Leaf



Liz Vickery
Red Leaf



Paul Ward
Sanofi

Leveraging Innovative Technology to Speed Insights to Action Across a Globally Distributed Team



Mary Ann Slater
Hall & Partners



Sian Thapar
Hall & Partners



Alex Johnson
AstraZeneca

Supporting team:

Lisa Harkins, Hall & Partners
Dimple Billimoria, Hall & Partners
Erica Pascual, Hall & Partners
Susan Sebelsky, Hall & Partners

Melanie Benson, Hall & Partners
Karel Kabelik, AstraZeneca
Colleen O'Neil, AstraZeneca

Best Customer Insight

Awarded for a research or analytical project that has increased understanding of target customers to inform/positively impact strategic decision-making.

Sponsored by:



"GloBALEXICON is proud to sponsor this year's Award for 'Best Customer Insight'. As the leading translation and language services provider to the market research industry, with an international team of 105+ working across qualitative and quantitative healthcare projects in global markets, we are dedicated to partnering closely with our clients to ensure they always have the right data to extract the core customer insights in any market. We are delighted to support an award that recognizes great achievements in customer insight generation and which furthers the industry's strategic focus."

Highly Commended Entries:

Health Care Workers' Confidence and Preferences for Diagnostic Assays for SARS-CoV-2: A Global Study



Hannah Brown
M3 Global Research



Anton Richter
M3 Global Research



Neil Phillips
M3 Global Research



Alex Richter
University of Birmingham



Adrian Shields
University of Birmingham

Supporting team:

Muhammad Iqbal, M3 Global Research
Mark Drayson, University of Birmingham
Alexander Boethius, M3 Global Research
Pedro Real, M3 Global Research
Rakesh Parmar, M3 Global Research
Gianfranco Gentile, M3 Global Research
Francisco Pajuelo, M3 Global Research
Cedric Gallais, M3 Global Research

A Covid Conundrum!



Kelly Warth
Instar Research



Hedwig Broke-Smith
Janssen



Ruxandra Dihiou
Instar Research

Understanding the Lives and Needs of Those Using Human Growth Hormone Therapy



Seb Martin
Bryter



Emelia Smith
Bryter



Thoko Mdebwe
Bryter



Lisa Axon
Novo Nordisk

Best Business Impact

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

Sponsored by:



"As a trusted provider of one of the most reliable and respected data sources in the field of healthcare research Cegedim Health Data is proud to sponsor this year's 'Best Business Impact' award. Never has the use of data to help improve patient care and outcomes been so important. As this is a value that sits tight at our core, we are incredibly pleased to support an award that raises the profile of BI and recognises the importance of the insights that real world data is fundamental to generating for such essential advancements."

Highly Commended Entries:

Maximising the Utility of Patient Pathway Understanding Ahead of a Novel Treatment Launch



Tessa Brayford
Incite



Steven Tinsley
Novartis Pharmaceuticals UK Ltd.



Ollie Roberts
Novartis Pharmaceuticals UK Ltd.



Lizzie Eckardt
Incite



Kate Jones
Incite

Supporting team:

Jake Clements, IQVIA

Fix the Core



Jon Mosley
Teva UK Limited

Supporting team:

Chris Reynolds, Teva UK Limited
Andy Eastham, Teva UK Limited
Alison Short, Teva UK Limited
Stacey Hutchinson, Teva UK Limited
Sue Blackwood, Teva UK Limited
Sarinder Pall, Teva UK Limited

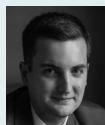
Accelerating Keytruda Sales with a Stalled Persona



Gillian Newbold
Narrative Health Ltd



Anita Parfitt
MSD



Shaun Lavender
MSD



Sian Guthrie
Narrative Health Ltd



Vivienne Farr
Narrative Health Ltd



Rachel Lawes
Lawes Consulting

Establishing a Mindset Shift



John Grime
Strategic North



Alex Mole
Strategic North



Tom Morrish
Strategic North



Dan Parr
Sanofi Genzyme



Salimah Saleh
Sanofi Genzyme

Driving Meaningful Communications with Customers in the 'New Normal'



Amy Walker
Strategic North



Ben Rigby
Strategic North



Lara Lucchese
Bristol Myers Squibb

Supporting team:

Samuel Pigott, Strategic North

Accurately Identifying Opportunities for a New Treatment in Haematology



Simon Barnes
Sanofi



Jon Freeman
Synergy Healthcare Research



Dr. Lucy Howells
Synergy Healthcare Research



Larissa Dempsey
Synergy Healthcare Research

Best Patient-Centric Approach

Awarded for a research project or analytical approach that has helped a company to put patients at the heart of decision-making.

Sponsored by:



"Janssen is proud to once again sponsor the BOBI award for 'Best Patient-Centric Approach'. Driven by the Johnson & Johnson Credo, Janssen is committed to ensuring the voice of our patients is at the centre of decision making, enabling us to build on the excellent heritage we have of delivering exceptional outcomes to our customers and their patients. We are pleased to support an award that recognises the importance of the patient voice and the critical role of BI in ensuring this is heard."

Highly Commended Entries:

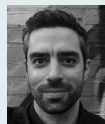
Start with the WHY for Better Patient Support



Ciara O'Brien
Roche UK



Sofia Fiorda
boxee group



Anthony Rowbottom
boxee group

Living with Head and Neck Cancer



Mandira Kar
Research Partnership



Lara Lucchese
Bristol Myers Squibb

Supporting team:

Jagtar Dhanda, Bristol Myers Squibb
Angela Duffy, Research Partnership
Jodie Batters, Research Partnership
Adam Scott, Research Partnership

Psychological Partners: Identifying and Defining Support Solutions for mNSCLC Patients



Shaun Lavender
MSD



Hilary Robinson
MSD



Kirsty Page
HRW



Jo McDonald
HRW



Emma Neville
HRW



Fatima Dos Santos
HRW



Greg Hyatt
HRW

PoTS LIVE: Demonstrating how Postural Tachycardia Syndrome (PoTS), a Chronic, Multi-system Disorder, Impacts Quality of Life



Su Smith
Origins Insights



Samantha Waterman
Royal Holloway
University



Debbie Waterman
Origins Insights



Holly Cotterell
Origins Insights

Supporting team:
Chloe Mitchell, Origins Insights
Dr Morwenna Opie-Moran, PoTS UK

FORTHCOMING EVENTS

10th June

Patient Focused Research to Inform
Regulatory and HTA Assessment
Virtual Workshop

June/July – date TBC

Machine Learning Applications in
Healthcare and Biomedicine: Principles
and Practice
Webinar

9th September

Summer Virtual Event

16th September (Half Day – PM)/

17th September (Half Day – AM)

Introduction to the Pharmaceutical
Industry and Business Intelligence
Practice
Virtual Workshop

23rd September

Empowering the Analyst
Face to Face Workshop

1st October

Qualitative research in the new normal
Webinar

8th October

Using Data Fusion & Choice modelling in
Segmentation
Webinar

14th October

Guidelines in Action
Face to Face Workshop

21st October

Shaping brand performance through
data insights and negotiating your
forecast
Face to Face Workshop

5th November

Combining Search Analysis and Social
Listening to provide a 360-degree view
of information needs
Webinar

11th November

Innovations in Market Research
Virtual Workshop

17th November

Digital Qualitative Solutions for the New
Normal
Virtual Workshop

3rd December

Winter Seminar 2021
Face to Face Event



British Healthcare Business Intelligence Association
Ground Floor, 4 Victoria Square, St. Albans, Hertfordshire, AL1 3TF
t: 01727 896085 • f: 01727 896026
admin@bhbia.org.uk • www.bhbia.org.uk

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