



best of business intelligence

'Pharma Company of the Year'

Awarded to a Pharma Business Intelligence team following a 2-stage panel-judged process (shortlisting followed by a final judging stage).

Companies were asked to describe their offering, with a focus on **Differentiation, Innovation/Continuous improvement, Success** and **Aspiration**, explaining what makes their company special.

Finalists:



Janssen

The shortlisting panel said:

This entry clearly articulates the pride that Business Intelligence at Janssen take in their work. It describes a working environment that fosters personal development, allowing team members to explore and pursue their interests and bring fresh thinking back to the business. This culture is credited with attracting new talent and supporting long term tenure.

The team were able to articulate a clear vision and were continually looking at ways to improve their offering to add value to the business. They have demonstrated a clear commitment to the industry via involvement in multiple BHIA activities and it was also very encouraging to see evidence of a genuine desire to develop mutually beneficial relationship with their partner agencies.



Roche Products Ltd

The shortlisting panel said:

An agile team, with a sense of mutual respect and trust, who have evolved to reflect the changing needs of the organisation and macro environment. The entry shows evidence of a range of initiatives implemented to promote competitive advantage in a dynamic marketplace.

They have shown how via collaboration and application of learnings, they have increased the visibility and the perceived value of the BI function within the organisation. The underpinning ethos is characterised by a pioneering spirit and collaborative working, both within Strategic Insights and Analysis, the wider business and external stakeholders such as agencies and consultants.



"GfK Health are thrilled to be sponsoring the very prestigious 'Pharma Company of the Year' award. As an agency committed to delivering smart, trusted and relevant solutions, any opportunity to recognise those who are considered to be the best of the best, will be both an honour and privilege!"

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