



'Pharma Company of the Year'

Awarded to a Pharma Business Intelligence team following a 2-stage selection process (panel-judging followed by a BHBI members' vote).

Companies were asked to describe their offering, with a focus on **Differentiation, Innovation, Success** and **Aspiration**, explaining what makes their company special and including endorsement from an agency partner.

Finalists:



Janssen

The judges said:

An experienced and passionate team with an impressive focus on learning and staff development and a thirst for improvement. The entry gave a good description of the market research team that made the judges want to work there. There was a clear demonstration of commitment to the industry and quality of work, evidenced by success in past BOBI awards.



Roche Products Ltd

The judges said:

The entry clearly demonstrated positive working with different teams to impact on the wider business. This included strong collaboration with brand teams, and working with market access colleagues to support patient access despite reimbursement challenges. There were clear examples of integrating data from multiple sources to optimise use through the organisation. There was also positive demonstration of working with agencies and a strong overall focus on patients.



Sanofi UK

The judges said:

This entry showed good evidence of cross-functional working, with business intelligence being well embedded within teams, good examples of how they have supported broader teams and an impressive description of how they work within the larger organisation. There was clear evidence of impact on the business via input into product launches, with specific examples and tangible evidence, including proactive advance planning via CRM. A great focus on patients being at the heart of their business and how this links to BI.



"Kantar Health is proud to sponsor the BOBI Award for the 'Pharma Company of the Year'. Successful collaboration and trust are key to driving excellent insights; this is a chance to recognise a company that embodies strong values and embraces the partnership required to ensure business intelligence leads to business success."

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