Excellence in Business Analytics

Awarded to a piece of work that has provided new insight, direction, visualisation or revitalisation of current business practice. This should be demonstrable through the effective delivery of analytics across the business intelligence spectrum.

Entries may focus on any or all of the following areas:

- Highlighting outstanding work in field force excellence
- Demonstrating the effective use of multichannel analytics bringing data to life for end users
- Leveraging the power of Customer Relationship Management (CRM) to drive business results
- Generating new and actionable insight through primary and secondary data analysis
- In addition, all entries must demonstrate clear evidence of tangible positive impact on the UK client business, patients and/or the NHS

Finalists:

Idiopathic Pulmonary Fibrosis

Dave Heaton
Harvey Walsh

Mark McCormack
Harvey Walsh

Steve Meadows
Harvey Walsh

Executive Summary

Tertiary referral trust clinicians face challenges in optimizing capacity for IPF services. For IPF patients between 2009/10 and 2013/14 the following was measured.

Costs for treating IPF, average length of stay, age distribution, actual referral pathway, pre & post diagnosis service activity & costs. IPF is diagnosed between 400 and 600 days after first hospital admission for a chest condition. Most common prior to diagnosis.

Lobar Pneumonia, COPD with acute lower respiratory infection, Pneumonia unspecified, Interstitial Pulmonary disease unspecified.

IPF dashboard is a comprehensive Health Episode Statistic patient pathway and outcomes analysis from 2009 – 2014 across different co-morbidities and organisations.

What gets measured gets done! Planning through to execution

Paul O'Nions
Sanofi UK

Carmina Alvaro
Sanofi UK

Darren Humble
Sanofi UK

Executive Summary

Ensuring the business has the right tools to manage its performance is fundamental. This is amplified during launch a phase. Sanofi introduced Toujeo in 2015, a new formulation of the market leading basal insulin Lantus. The launch was a key priority for Sanofi, this led to an in-depth review and redevelopment of all analytical solutions including productivity reporting, sales analytics, local business plans and weekly launch tracking. These tools and processes have become embedded into the Sanofi culture and business plans that were created once a year and left on a shelf are now a thing of the past.

A LOAD OF NEW BALLS – creating an interactive online data-visualization for respondent profiling

John Aitchison
First Line Research

Martin Conroy
First Line Research

Executive Summary

Data-visualizations are all the rage. Visually playing with data allows people to quickly spot patterns and get a feel for meaning. We noticed that the better examples were online and interactive, and that PowerPoint and the like couldn't deliver the same impact or flexibility, which we found frustrating. With this in mind, we set about building our own **online interactive data-visualization**. We identified an idea that was a good fit with our type of work and set about learning new skills and hacking about with code. The resultant "balls" technique is now a popular part of our deliverables.

"GfK is delighted to sponsor this year's 'Excellence in Business Analytics' award. Identifying and measuring the touchpoints that customers have with healthcare brands, products and services is the foundation for any business analyst to be able to plan and resource effectively. This includes measurement of those touchpoints' reach, overall experience and, ultimately, their contribution to business performance. In sponsoring this award, GfK aims to celebrate those companies that champion excellence in analytics across the business intelligence spectrum."

Sponsored by

GfK