



best of business intelligence

Most Innovative Approach

Awarded for the successful implementation of an innovative approach in any area of business intelligence.

Focus of this award:

- Development of the new approach to meet the business need
- Generation of added insights that wouldn't have been revealed using a traditional approach
- Clear evidence of tangible positive impact on the UK client business, patients and/or the NHS

Finalists:

Innovation Through Collaboration



Steve Lowery
Red Leaf
Research



Marie Harrison
Consortium



Paul Ward
Sanofi UK

Executive Summary

As part of an initiative to revitalize their approach to selling to customers, Sanofi Oncology took a unique opportunity to bring together two agencies who had recently conducted pivotal pieces of work for the company.

Directors from Red Leaf and Consortium collaborated together and with the brand team, to design and execute a programme comprising Primary research and consultancy, which would ultimately change the way the sales force engaged with its customers.

This project tore down the barriers between competing agencies, combining their different skillsets and experiences in order to provide a unique, innovative and powerful offering to the client.

Turning the tables: How 'in-the-moment' mobile forecasting revealed a winning strategic direction for a new product and ensured a successful launch in a complex and highly competitive market



Eelke Roos
SKIM



Sarah Morley*
Boehringer
Ingelheim Ltd
*now at Janssen

Executive Summary

With the odds stacked against a new product in a complex, competitive market, Boehringer Ingelheim needed insights that traditional market research methods just couldn't touch. Which patients? What type? How many? What the brand team didn't expect was an approach that captured prescribing intent with such precision that it turned round conventional thinking and elevated a 'simple forecast' to a robust, compelling evidence base for a winning strategic direction. Powering fresh momentum, confident decisions, more impactful customer engagement and better informed physicians, the 'in-the-moment' clarity of mobile forecasting proved the albeit unanticipated driving force that ensured a successful launch.

Hearing The HCP – The Authentic Voice Of Healthcare Practitioners In Managing And Treating Patients with IBD



Kruti Popat
Takeda UK Ltd



Daniel Ghinn
Creation Pinpoint



Stefan Marcus
Creation Pinpoint



Sarah Joseph
Takeda UK Ltd

Executive Summary

After launching vedolizumab in 2014, Takeda wanted to hear the 'real voice' of gastroenterologists in response to the product and the broader online dialogue around IBD. What did specialists really know and understand about vedolizumab? What was healthcare professional sentiment towards the product? And how did external factors, including the publishing of NICE guidelines, affect ongoing HCP conversations about vedolizumab?

Rather than opting for traditional primary research methodologies, Takeda deployed specialist new technology to observe unprompted conversations of HCPs on public social media. This innovative approach allowed Takeda to generate specific, compelling insights to inform an evidence-based customer engagement strategy.

"Boehringer Ingelheim is delighted to be sponsoring the award for 'Most Innovative Approach' at the 2015-16 BOBI Awards. The Boehringer Ingelheim group of companies' objectives and beliefs can be summed up in a single phrase, Value through Innovation, which is the central concept of our corporate vision. We are therefore delighted to have this opportunity to celebrate companies who also strive to develop innovative solutions and new approaches."

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