



# 'Pharma Company of the Year'

Sponsored by

KANTAR HEALTH

## Winning Team:

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."

### Winning team's short summary of their entry:

**Janssen is an insight driven company** where the majority of the strategic and tactical decisions are taken with the support of robust data analysis and insight from primary and secondary market research.

**Our B.I team is made up of a highly experienced group of professionals** which is recognised by the wider industry, with many team members having won industry awards. In the last couple of years this has included "Company that I would most like to work with" – twice, "Best Newcomer" award – twice, "Best Business Impact" and "Most Innovative Approach" to name but a few.

**This success is due to a culture that supports personal development and lets individuals act as true consultants to the business**, using their skills and knowledge to bring the right solution to a given situation. As such they are seen as integral members of the brand team, providing proactive input and constructive challenge when needed.

**The team is always looking for feedback, improvement and innovation.** We therefore work closely with our key agency partners meeting each year to have a 360-degree review. This encourages both our agency partners and the team to identify ways in which we can work more effectively together. Through this we are often asked to advise partners on their latest developments and innovations.

**In addition to working with the UK business**, we also work collaboratively with our EMEA colleagues on numerous projects. The B.I team is also encouraged to work directly with the NHS to help HCP's, Patients and Advocacy groups with their own Business Intelligence needs.

**Members of the B.I team are also encouraged to participate in the wider B.I community.** A number of the team are involved with the BHBA work groups, committees or training – inputting into the direction of pharmaceutical B.I.