



Best Business Impact

best of business intelligence

Awarded to the project that is most able to demonstrate a significant impact on the UK business. Entries are open to projects in any area of business intelligence.

Focus of this award:

- Guidance given to the brand team/business as a result of the findings
- Evidence of a change in strategy that resulted from the findings
- Demonstrable and significant impact on the UK client business that is clearly linked to business intelligence

Finalists:

Breaking the cycle: Challenging traditional thinking to uncover unseen opportunity



Kelly Warth GfK
Paul Egron GfK
Stewart West Janssen
Michelle Lane Janssen

Executive Summary

Janssen wanted a deeper understanding of Rheumatologist attitudes and behaviours within the Psoriatic Arthritis (PsA) market. An innovative qualitative methodology was imperative and GfK delivered! The solution? A series of 'Expression Groups' – a workshop style methodology bringing together customers with opposing viewpoints to debate clinical perceptions and practices.

This unique approach identified two perpetuating cycles of thought preventing Stelara prescribing – both were new news for Janssen! Even though the final report was delivered during the preparation of this BOBI submission, the UK team has already overhauled their communications and targeting strategy, with additional medical education and tactical initiatives in progress.

Hitting the right wavelength – developing an integrated channel strategy in tune with MSD customers' preferences and needs

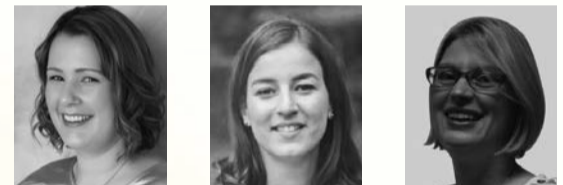


Vivienne Farr Narrative Health
Priyanka Trehan MSD
Terry Glass MSD

Executive Summary

Narrative Health and MSD worked together to deliver research that acted as a catalyst for development of an integrated channel strategy across the UK business. The new sales model allows customer-facing executives to use MSD LINK to orchestrate communications using a range of offline and online channels – keeping them in tune with their customers and delivering a differentiated MSD experience. It has also resonated with the board, sales force and customers to amplify MSD's reach.

Differentiating by making a difference – how truly supporting the patient leveraged uptake



Audrey Lugris-Turner Sanofi
Clara Massot Sanofi
Rebecca Marshall-Clarke Adelphi Research UK

Executive Summary

Praluent entered the market three months behind Repatha, with very similar clinical profiles. What could Sanofi offer to make their brand first choice? Patient support programmes had been done before, what differentiation would a glossy brochure really provide?

Sanofi and Adelphi set out to discover what patients and clinicians really needed to support Praluent use and optimise patient outcomes. Novel research approaches and effective engagement across research, marketing and creative generated a unique offering.

MyPraluentCoach has enabled Praluent growth to outstrip Repatha, despite Repatha's headstart.

Its uptake is unprecedented, helping four-times as many patients as expected to dramatically reduce their cholesterol.

"Janssen are both delighted and proud to sponsor the BOBI award for – 'Best Business Impact'. Janssen is a company that strives to deliver innovative solutions to our customers every day and is guided by the well-known Johnson and Johnson Credo. The BI Team at Janssen UK are committed to providing insights that deliver tangible value to our customers and to the business, so we are pleased to support an award that raises the profile of BI and recognises the business impact that true insight can bring."

Sponsored by

