



best of business intelligence

# Best Patient-Centric Approach

**Awarded to the business intelligence project or approach that best helped a company to put patients at the heart of decision-making**

**Focus of this award:**

- Demonstrates a true engagement with patients to understand their needs, and insight about living with a particular condition or disease
- Used an approach which generated deep patient insight to aid patient-centric strategic decision-making
- Clear evidence of tangible impact in influencing a UK client’s patient-centric strategy

## Finalists:

### Project Antenna – from patient to action



**Giles Davey**  
Janssen



**Magali Geens**  
Insites Consulting

**Executive Summary**

Project Antenna was an innovative research project undertaken to really connect with patients. We recognized that by combining new technologies with research techniques, we could reach out and listen to our patients in a way that we haven’t previously been able to do. By utilizing an online forum we could really listen and understand the everyday lives of patients over an extended period of time.

We also embraced technology to review the results, utilizing apps, the web and online chatter rooms, to share thoughts, keep the insights alive and the patients the key focus when making decisions.

### Purposeful patient research – how patient research can be optimized to shape business strategy and tactics



**Simon Barnes**  
Allergan



**Hannah Potter**  
Incite

**Executive Summary**

This research program about retinal disease was designed to introduce a patient centric approach to Allergan’s ophthalmology franchise.

Three key pillars ensured its success: stakeholder engagement, rich understanding of the patient experience, and robust evidence of disease and treatment impact.

The work comprised a multi-step methodology including semi-ethnographic immersions with a video diary task followed by a quantitative survey amongst patients and their loved ones.

This enabled foundational knowledge of the patient that has shaped a brand’s launch strategy, and the wider outlook of the ophthalmology franchise; the development of support initiatives; successful outreach and partnership development with patient associations.

### Co-creating better outcomes for patients by patients



**Chris Jackson**  
C Space Health



**Kristina Ogneva**  
C Space Health



**Naomi Plummer**  
C Space Health

**Christina Nesheva** **Thom Van Every**  
ViiV Healthcare ViiV Healthcare

**Executive Summary**

The Hive, ViiV Healthcare’s specialist HIV digital innovation unit, and C Space Health embarked on a mission to address areas of need in HIV care that go beyond the treatment. We’ve created a virtual online community of like-minded individuals who trust, value and appreciate opportunities to share experiences. It’s allowed us to truly deliver breakthrough innovations that improve the lives of those affected by HIV and support the work of people who treat them. By empowering patients as innovation partners, our ideas resonate. It keeps us honest to the brief and ensures we don’t put commercial satisfaction above real patient need.

**“Putting patients at the heart of strategic decision-making should lead to the development of better medicines, medical devices and support services to ultimately improve patient outcomes. Kantar Millward Brown is proud to sponsor this new award for ‘Best Patient Centric approach’, recognising the value of business intelligence in helping pharma companies make a meaningful difference to the lives of patients.”**

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