



Most Innovative Approach

best of business intelligence

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:

Real collaboration in a virtual world



Sarah Morley
Janssen



Katy Irving
HRW



Jess Woodhead
HRW



Jon Lovatt-Young
Love Experience

Executive Summary

Janssen had developed two critical training modules to support safe use of their new haemato-oncology product. To stand out and effectively deliver this training in a competitive environment, they used a novel approach; virtual reality.

Many can be drawn in by the 'whizziness' of VR, but to really optimise training outcomes HRW and Janssen needed to get beyond the 'wow factor' to the real lasting impact. Research using cross-industry collaboration with technical experts, and subtle but important innovation at each stage, delivered insights that went beyond the objectives; ensured optimal implementation in the field and supported publication of the results.

CQ: A new approach to building customer centricity for a health & wellbeing brand



Nina Kanin
C Space Health



Fiona Lacey
C Space Health



Kirsty Arbuckle
C Space Health



Nora Law,
Nuffield Health



Charlotte Klahn
Nuffield Health

Executive Summary

C Space Health has developed Customer Quotient (CQ), a new framework for brands to become more customer centric. CQ lays out the key behaviours a brand needs to exhibit in order to build strong relationships with its customers. Not only that, but two years of benchmark CQ studies in the US and UK have proven the link between these behaviours and a brand's financial performance.

C Space Health has partnered with Nuffield Health to put this innovative framework into practice by measuring its CQ, diagnosing areas for improvement and competitive advantage and implementing new behaviours into the core of its business.

Engaging with patients and GPs to relieve the pressure of OAB



Madeleine Wilson
Branding Science



Kirsty Pegram
Branding Science



Grace Bailey
Branding Science



Anthony Rowbottom
Branding Science



Nick Hedley
Astellas

Executive Summary

Astellas needed a new approach so they could gain space in a challenging market for their launched brand. In an area where the impact on patients of their condition was frequently overlooked by GPs, patient insight was needed to drive this change. Branding Science and Astellas undertook a journey of learning with patients throughout 2016 to understand patients' hearts as well as their minds.

By emotionally characterizing the patient in depth, research inspired real change at Astellas – shifting the sales force from rational selling, putting the heart back into the brand, and driving brand strategy forward with a new patient focus.

"SHC Universal is proud to be sponsoring the award for 'Most Innovative Approach' at the 2016-17 BOBI Awards. SHC Universal is committed to helping our clients develop their path to perfect data. We are delighted to be sponsoring an award which recognizes those researchers who explore previously undiscovered paths in their quest to seek out new solutions to traditional approaches."

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