



# The 'BOBI Challenge'

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## Winning Team:

### Team 2 – "Disruptors"

Kirsty Arbuckle	C Space Health
Rebecca Miller	C Space Health
Chris Reynolds	Teva UK
Ellen Murphy	Cogora
Kate Roche	Datamonitor Healthcare



### The Judges said:

"This team presented **logical, balanced and persuasive arguments** that told a story and **inspired confidence** at each stage of the challenge. Their projections and recommendations were backed up by **strong rationale**. They displayed strong, **supportive teamwork**."

### Overall comments from the judges:

"All three teams performed incredibly well, especially given the fact that they had been thrown together into teams with people who, in most cases, had never met each other. They all did a great job at addressing the business case and coming up with recommendations – interestingly these were quite different for each team, but they were all well argued. The teams made good use of the 'experts' through role plays, displayed an impressive amount of therapy area knowledge which was brought to bear on their proposals, and made sure they considered the importance of real world evidence. Overall, they achieved a lot in a short space of time and the standard of presentations and confidence displayed by the teams was excellent."