



# Best Patient-Centric Approach

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

**Focus of this award:**

- Demonstration of a true engagement with patients to understand their needs, and insight about living with a particular condition or disease
- How the approach generated deep patient insight to aid decision-making
- Clear evidence of tangible impact in influencing a UK client's patient-centric strategy

## Finalists:

### Working with the NHS: Patient centric service co-design in Surrey Heartlands



**Richard Stockley**  
Surrey Heartlands Health and Care Partnership



**Tom Pugh**  
M3 Global Research



**Hannah Brown**  
M3 Global Research

**Executive Summary:**

Working together, Surrey Heartlands NHS Sustainable Transformation Partnership (STP) and M3 Global Research have started what could truly be considered transformational in terms of culture change within the NHS. For the first time, their formal approach to patient engagement and patient/stakeholder co-design for the cardiovascular disease workstream has resulted in patient-led priorities and improvements.

Now being advocated as best practice for ongoing work across the NHS in collaboration with The King's Fund and NHS England the project has demonstrated the benefits of a patient centric approach and illustrates why (and how) the NHS needs to change its approach to engagement.

### Are you really listening – putting the patient voice at the heart of IDA in IBD



**Karen Petticrew**  
The EarthWorks Insights (an OPEN Health Company)



**Diana Francis**  
Shield Therapeutics



**Surita Gangarrah**  
The EarthWorks Insights (an OPEN Health company)



**Neil Rees**  
The EarthWorks Insights (an OPEN Health company)

**Executive Summary:**

One of the most common complications of IBD (Inflammatory Bowel Disease) is iron deficiency anaemia (IDA) however association between the two can be overlooked or misunderstood by healthcare professionals and patients, as can impact on Quality of Life. While symptoms of fatigue are well known, the association with IDA as distinct from IBD was unknown. In preparation for launch of a new oral treatment for the condition, we needed to understand from healthcare professionals and patients alike:

- how the condition was currently managed and expectations of success
- at what point and by whom IDA was raised in the IBD pathway.

### Improving Patient Adherence: Combining Ethnography and Behavioural Science



**Victoria Guyatt**  
Ipsos MORI



**Eleanor Tait**  
Ipsos MORI



**Andy Cawood**  
Ipsos MORI



**Samar Mehta**  
Almirall

**Executive Summary:**

Within dermatology, adherence to topical medications is notoriously low despite these conditions having a significant impact on patient quality of life. We sought to improve patient adherence to topicals by developing a suite of tangible behaviour change interventions that would make it easy for patients to 'succeed'.

Our ethnographic patient research and co-creation workshops put patients at the heart of our innovative process. Our exploratory ethnography enabled us to understand in detail psoriasis/actinic keratosis patients' daily lives and behaviour around medication. Using this insight, we used principles from behavioural science to co-create (with patients and HCPs) interventions for patients.

**"As a premium healthcare data-collection provider, Kudos Health are proud to sponsor the BOBI 'Best Patient-Centric Approach' award. Making a real difference to patients' lives is something we care deeply about, and we know that insightful patient research is reliant on quality data. In the course of our research we excavate the stories that help to drive real understanding and action within the pharma industry. We are excited to help identify issues around needs, usability and effectiveness. It is vital work that helps put patients front and centre of the development of medical treatment and care."**

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