



best of business intelligence

# Excellence in Business Analytics

**Awarded to a piece of work that has provided new insight, direction, visualisation or revitalisation of current business practice through the effective delivery of analytics**

**Entries may focus on any or all of the following areas:**

- Evidence of outstanding work in field force excellence
- Demonstration of the effective use of multichannel analytics, bringing data to life for end users
- Explanation of how the power of Customer Relationship Management (CRM) has been leveraged to drive business results
- Generation of new and actionable insight through primary and secondary data analysis
- In addition, all entries must demonstrate a clear focus on using data for the benefit of the UK client business, patients and/or the NHS

## Finalists:

### Improving care for patients with heart attack



**Matthew Beckett**  
CSL



**Karen Fairbrother**  
AstraZeneca



**Hetty McConnon**  
AstraZeneca



**Dr Richard Jones**  
Portsmouth NHS Trust

#### Executive Summary:

This project is a powerful example of how secondary data can improve patient care and the use of valuable health resources.

This collaboration focused on the treatment of heart disease which in total cause more than a quarter of all deaths in the UK. The combination of expertise from the NHS, the pharmaceutical industry and ourselves generated powerful insights from complex health data. Coupled with clinical leadership and change management expertise these insights are allowing NHS organisations to address variability in patient care and the inefficient use of health resources. Many lives will be improved and money saved.

### Using NHS Rx data to drive cost efficiencies in the UK



**Chris Reynolds**  
Teva UK



**David Brown**  
QlickiT



**David Heaster**  
Teva UK



**Jayne East**  
Teva UK

#### Executive Summary:

In Teva UK we undertook a project to demonstrate potential cost efficiencies available to the NHS through the optimal uptake of our Products. In partnership with QlickiT, we built an online application in Qlikview which used publicly available Prescribing data to show the cost savings available to each CCG if they were to adopt our range of products. It also allowed CCGs to drill into practice level data and prioritise those with the biggest saving opportunity. As part of this project, we used the publicly available DM&D weekly data to automate the way in which we track product list prices.

### Smart adherence devices in Diabetes – a real-world evidence study



**Bors Hulesch**  
Brains and Cheek



**Laura McDonald**  
Brains and Cheek



**Jen Hatt**  
Brains and Cheek



**Holger Bartos**  
Boehringer Ingelheim



**Oliver Reuss**  
Boehringer Ingelheim

#### Executive Summary:

Diabetes burden is huge, long-term implications are life-changing and yet, patient compliance is a major challenge. Reluctance or inability to maintain regular administration of medications is a widespread problem across patient demographics.

The client's business objective was to go 'beyond the pill': to empower patients by providing both medication and support to ensure long-term compliance. This was a Real World Evidence study of device and adherence data, combined with patient attitudinal assessments, to evaluate how adherence technology can assist various patient types engage with their health goals, while also fitting in with their lifestyle.

**"IQVIA is proud to sponsor the "Excellence in Business Analytics" Award. IQVIA strives to help its customers deliver value through data and analytics, so we are delighted to recognise those who excel at gaining insight to drive better performance and achieve better patient outcomes."**

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