

# Excellence in Business Analytics

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## Winning Entry:

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



**Chris Reynolds**  
Teva UK



**David Brown**  
QlickiT



**David Heaster**  
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**Jayne East**  
Teva UK

### Entrants' Short 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.

### What the Judges said:

"The entrants have come up with an **effective and repeatable** way of handling large datasets that facilitates **effective communication with their customers**. The entrants have also thought about the burden of updates and managing Zinc reviews. A useable tool that looks good, replaces inefficient processes and is **clearly generating benefits to the business** already."

**Supporting Team:**  
**Amy Dymond**  
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