



best of business intelligence

# Best Business Impact

Awarded for a research or analytical project that has demonstrated a significant impact on the UK business

## Highly Commended Entries:

### Transforming Expectations in Adjuvant Melanoma



**John Grime**  
Strategic North



**Chris Lewis-DeBoos**  
Strategic North



**Amy Walker**  
Strategic North



**Sachin Gholap**  
BMS UK



**Lara Lucchese**  
BMS UK

#### Executive Summary:

In 2018, the melanoma community was awaiting a breakthrough. BMS had the opportunity to offer treatment where none had existed, for patients with huge unmet need. Adjuvant treatment has proven to be game-changing, relieving the significant anxiety of 'watchful waiting' for high risk patients, and allowing them the choice to proactively reduce their risk and improve chance of cure. Fast-forward to 2019, and across the UK patients are now able to choose an active treatment option, confidently communicated by their treatment team, rather than anxiously wait and hope...

### From stellar idea to supernova



**Aida Ortola**  
Novartis  
Pharmaceuticals  
UK Ltd.



**Katy Irving**  
HRW



**Erik Thompson**  
Novartis  
Pharmaceuticals  
UK Ltd.



**Sharon Coyle**  
Novartis  
Pharmaceuticals  
UK Ltd.

#### Executive Summary:

When Novartis faced the challenge of seeking 'deeper insights' in a small but challenging research project, they never expected what the results would deliver. The application of behaviour change science in the results from HRW were so actionable that the team were inspired to continue the partnership to apply this model more broadly: taking it beyond thinking about customer barriers, to using promotional tactics more smartly, designing new interventions, and distinguishing between 'real' and 'false' objections. Within a year, the theoretical model and the solutions it enables has 'caught fire' across Novartis; being used in marketing, sales, and training franchise-wide.

### Searching for needles in a million haystacks: helping ensure the accurate diagnosis of a rare haematological condition



**Jane Takata**  
Alexion



**Charlotte Sugden Heron**  
Synergy  
Healthcare  
Research Ltd



**Jon Freeman**  
Synergy  
Healthcare  
Research Ltd

#### Executive Summary:

A typical haemolytic uraemic syndrome (aHUS) is an extremely rare condition with only about 140 known patients in England – but it is estimated that the diagnosis is missed in over 50% of patients. Research provided powerful insights in terms of the key barriers to the diagnosis of aHUS and how best to develop educational support that will engage haematologists to improve the diagnosis of a rare condition and thus ensure eligible patients receive life-saving treatment.

### Question. Challenge. Refocus.



**Claire Derbyshire**  
Grünenthal



**Simon Barnes**  
THE  
PLANNING  
SHOP



**Dean Smith**  
THE  
PLANNING  
SHOP



**Rawaa Shami**  
THE  
PLANNING  
SHOP



**Sonny Matharoo**  
THE  
PLANNING  
SHOP

#### Executive Summary:

Question: The company wanted definitive confirmation around key customer groups to target and the patient flow to drive strategy for 2019 Challenge: At each phase the findings challenged the company's thinking and forced them to re-evaluate what they knew about who their stakeholders were and where the opportunity really lay Refocus: Conclusions lead to a refocus of the brand strategy, expanding customer types & patient pools which had not previously been considered, leading to a new brand direction for 2019 & beyond.

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## Highly Commended Entries:

**The Success of Embedding Analytics to Support the NHS in Optimising the Use of Herceptin SC, Herceptin IV and Trastuzumab Biosimilars in Individual Accounts**



**Max Bourgognon**  
Roche Products Limited



**Vanessa Regester**  
Roche Products Limited



**James Ambler**  
Moor Consulting

**Executive Summary:**

To support our Breast Cancer franchise, we developed comprehensive analytical solutions, which aggregated information collected from our field forces and sales performance. Such output was critical to gaining in-depth market understanding, enabling dissemination of actionable insights throughout the business and allowing tailoring of customer messaging in real time. This allowed Roche to support the NHS in optimising the use of Herceptin SC, Herceptin IV and trastuzumab biosimilar in individual accounts ensuring the most appropriate product is prescribed. This created a positive Roche customer experience, beneficial to both the current portfolio and future brand launches within the Breast Cancer franchise.

**Combining qualitative research with granular quantitative research to identify marginal gains within the 3rd line setting in colorectal cancer**



**Zoë Carter**  
Servier Laboratories Ltd



**Laurence Olding**  
Bryter



**Isabel Wood**  
Bryter

**Executive Summary:**

Lonsurf is the UK's market-leading product for third line (3L) treatment of advanced/metastatic colorectal cancer. Bryter completed a mixed methodology comprising in-depth interviews and an online survey including perceptual questioning supplemented by patient record tasks. Findings defined the treatment landscape, mapped patient profiles, and gave a deep-dive into physician behaviors and attitudes, uncovering detailed perceptions of Lonsurf and competitors. Bryter's results provided new understanding of why physicians are limiting Lonsurf use, allowing Servier to focus on a 'marginal gains' sales strategy for reaching attainable increases to market share.

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