

Best Patient-Centric Approach

Awarded for a research project or analytical approach that has helped a company to put patients at the heart of decision-making

Highly Commended Entries:

MS Patients' Voices Call Pharma to Action



Philippe Thiery
Sanofi-Genzyme



Hannah Brown
Ipsos



Simone Gabriele
Ipsos



Amanda Baskett
Ipsos



Nicola Bailey
Ipsos

Executive Summary:

Many Multiple Sclerosis patients face daily struggles in managing their disease, surmounting its physical challenges, and living life to the full. Through the syndicated MS Patient Community, Ipsos ensures that patients' voices are heard by those who can influence treatment, improve resources and enhance patients' quality of life – all with the cost and time efficiencies of syndicated research. Sanofi-Genzyme has leveraged the Community's insights to put the patient at the forefront of its organisation – bringing their struggles to its team and letting patients' transform its approach in MS.

Children First: Lessons from Paediatric Research



Emma Cain
Ipsos



Ellie Tait
Ipsos



Tara Vasey
Pfizer



Rosa Malgieri
Pfizer

Executive Summary:

Paediatric perspective: Pharmaceutical research can exclude children because of regulatory challenges and questions can be raised around the value of their participation. If children do take part in market research, traditional methods are often used, typically only involving parents. Patient centric: With our client, we filmed ethnographic interviews with paediatric patients living with Growth Hormone Deficiency, observing them in their homes with their families to understand the daily reality of families affected by GHD. Successful outcomes: 1. Engaged GHD children in research 2. Our client truly saw / felt/ heard their patients 3. New insights informing patient strategies and communication.

No Voice No Choice: Making the Mental Health Act more person centred



Rachel Medcalf
Adelphi Research



Seb Newton
Adelphi Research



Alistair Monro
Janssen

Executive Summary:

Three like-minded organisations, Adelphi Research, Janssen-Cilag and Rethink Mental Illness, came together in a pro-bono collaboration to secure legislative change for patients sectioned under the Mental Health Act. The aim was to improve patients' rights for more choice and involvement in their care. The co-creative, multi-channel approach uncovered evidence which was used by: 1. Rethink Mental Illness: to raise awareness and shape environment in Parliament 2. The Government: cited within the Independent Review of the Act 3. Janssen-Cilag: to develop patient and HCP materials to implement change. A truly patient centric approach making a real difference in Mental Health.

Mission made Possible



Philippa Hammerton
Red Leaf



Liz Vickery
Red Leaf



Dr. Kyrie Andersen
AbbVie Ltd.



Sally Rajah
AbbVie Ltd.



Victoria Black
AbbVie Ltd.

Executive Summary:

With low hepatitis C (HCV) diagnosis and treatment rates inhibiting the World Health Organization's goal to eliminate this now curable virus, AbbVie and Red Leaf embarked on a challenging project to understand the barriers to HCV clearance among the often marginalised injecting drug user community. A 'mission made possible', comprising partnership with an expert patient advocate, community interviews and deliberative research with professionals and volunteers, culminated in the delivery of an emotionally powerful, insight rich patient narrative; a narrative that is already driving AbbVie's patient-centric strategy to support delivery of the shared goal of HCV elimination.

"Janssen is proud to sponsor the BOBI award for 'Best Patient-Centric Approach'. Driven by the Johnson & Johnson Credo, patient needs are always at the centre of our decision-making and so we understand the benefit of listening to patients and reacting accordingly. The BI Team at Janssen UK are committed to providing insights that deliver tangible value to patients, customers and the business – so we are pleased to support an award that raises the profile of BI and recognises the importance of the patient voice."

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