



best of business intelligence

# Best Use of Innovation

Awarded for an innovative approach that has had a positive impact on outcomes or stakeholder interactions

## Highly Commended Entries:

### The Unemotional MROC



**Jamie Margerison**  
Impact Health Research Ltd.



**Natalie Mortensen**  
Impact Health Research Ltd.



**Rebecca Smith**  
Impact Health Research Ltd.

#### Executive Summary:

Market Research Online Communities are usually all about feelings. Our client wanted hard facts – so why use an MROC? We designed our project to investigate the actual experiences of nurses, physicians and payers with the client's drug. We discovered details that wouldn't have been accessible otherwise: logistical tangles, frustrating gaps in patient information, issues with computerised scheduling and even problems with storage, to name a few. The outputs from this project are already helping the client optimise the delivery process for their drug and the communication and education materials around it. An unemotional MROC that made everyone feel better!

### Anonymising Unstructured Data (Free Text) in The THIN Database using Machine Learning



**Samir Dhalla**  
Cegedim Rx



**Colin Ashworth**  
Cegedim Rx



**Andy Myatt**  
Cegedim Rx



**Anna Moore**  
Cegedim Rx



**Alex Atkinson**  
Cegedim Rx

#### Executive Summary:

In order for advancements to be made, new insights need to be delivered to those in the medical arena. This project aimed to do just that, provide the information needed to improve patient outcomes. The challenge was to utilise technology to anonymise unstructured data in the THIN database. To produce this at scale required developing an agnostic tool that met Health Data Research UK's objectives, and the requirements of the NHS Long Term plan. Through the successful creation of this tool, potentially more beneficial outputs are potentially possible for those in the UK Healthcare space, academic institutions and the life sciences industry.

### A 360 Degree Evaluation of the Evolving Biosimilar Landscape



**Lucy Bennett**  
Ipsos



**Stewart West**  
Janssen



**Elizabeth Baynton**  
Ipsos



**Joshua Paton-Smith**  
Janssen



**Lynn Morgan**  
Ipsos

#### Executive Summary:

Context: A shifting Landscape. The ongoing introduction of biosimilars has resulted in a need to monitor the wider Immunology landscape. Strategy: A Dedicated Taskforce. Janssen created a Biologic Innovation Taskforce, bringing experts together, led by Commercial, Government Affairs and other key stakeholders. Partnership: True Collaboration. Together, we embarked on a two-year partnership that leveraged the expertise from across both organisations. Impact: One Ipsos Approach. This enabled Janssen to confidently build its future growth strategy, across multiple markets, stakeholders and TAs. Innovation: Stakeholder Success! Innovation was central to the success of this engagement, delivering outcomes aligned with the Taskforce's business objectives.

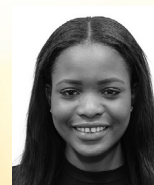
### THINKING, FAST & SLOW: Using Behavioural Economics to Quantify Biosimilar Attitudes



**Kelly Warth**  
Instar Research



**Anna Nicholls**  
Instar Research



**Claudelia Campbell**  
Instar Research\*



**Sorch Cassidy**  
Janssen\*



**Michelle Lane**  
Janssen\*

#### Executive Summary:

Following NHS releasing guidance on 'best-value' biologic prescribing, Janssen wanted a deeper understanding of attitudes and behaviours toward biosimilars. A more creative approach was needed to quantify the impact on clinical freedom, comparing across physician types. At the heart of this study was a proprietary behavioural economic technique which captures agreement with attitudinal statements, alongside time (speed of selection). The new dimension of time allowed Janssen to gauge the strength of each attitude, how this would impact clinical freedom and ultimately biosimilar uptake. Janssen now understand which communications are needed to help support physicians in navigating their new biosimilar market.

\*Claudelia now at Cello Health Insight, Sorch now at Decision Resources Group (DRG), Michelle now at Sanofi

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