BOBI awards
best of business intelligence

The 'BOBI Challenge'

Awarded to the team, working together for the first time, who perform best in a series of challenges based on a hypothetical but realistic case-study scenario set in the future.

About the BOBI Challenge Competition Day

The BOBI Challenge is all about team-working, learning and having fun. It's a chance to demonstrate competitive spirit in tackling a challenging case-study. Entrants are taken out of their 'comfort zones', but in a safe environment that provides an opportunity to be creative and take a few risks!

In this year's Challenge, two teams battled it out to become the BOBI Challenge champions.

BOBI Challenge entrants and judges enjoying the sunshine in the grounds of SAS HQ'

This year's theme – '(Way) beyond the pill
We were delighted to start the day with a scene-setting session from guest speakers **Julie Brennan and Max Rex of Partners4Access**, experts in rare diseases, cell and gene therapy.

Entrants were then asked to imagine that they were the business intelligence team at Grove Biomedica, a UK gene therapy start up. In our case-study scenario it has been discovered that people with a certain gene variant have a higher risk of developing late-onset Alzheimer's Disease, and Grove Biomedica has a therapy in development which replaces the gene and could halt disease progression.

Gene Geniuses
In the first task, teams had to decide from a choice of options regarding when and how to enter the market – presenting their product offering and a 10-year forecast to the VC Company from whom they hoped to secure funding.

XY Marks the Spot
In the second task time has moved on – there is a protein biomarker that can predict with high accuracy whether a person will develop dementia and two treatments with different actions. The teams were provided with pricing data and disease information which they needed to use to create a compelling economic submission for NICE.

The Goldilocks Dilemma
Timeshifting forward another 5 years and there are gene sequences identified that will indicate the propensity for a person to develop some of the forms of dementia. However, the genes are present in 40% of the population and there remain some environmental triggers to be identified. The teams had to create an advert that would encourage people to sign up for a longitudinal study to help to identify the triggers, so that, in future, candidates would be identified for gene editing.

This year's BOBI Challenge took place on 11th April at SAS headquarters near Marlow. We thank SAS for their support in hosting the event.

The BHBIA are hugely grateful to the organising team, who put in many hours of hard work to ensure that this event was a success, as well as the judges who gave their time and expertise on the day.

Red Team

Lisa Casale	Adelphi Research
Sarath Koka	VCCP Health
Gareth Nelson	medeConnect Healthcare Insight
Nicole Rickett	Prescient Healthcare Group
Jonny Storey	Diaceutics Ltd

Blue Team

George Duo Wang	PAREXEL International
Jon Mosley	Teva UK Ltd
Rachel Pughe	Adelphi Research
Rachel Sandford	Ipsos
Charlotte Sugden Heron	Synergy Healthcare Research

"**Roche Products is thrilled to be sponsoring The 'BOBI Challenge' 2019, which recognises excellence in team-working and deriving business solutions. The winners of this award will exemplify collaborative working, a problem-solving mindset and the agility and creativity to come up with the best business solution on the day.**"

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