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# Best Patient-Centric Approach

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“At Partners4Access we are delighted to be sponsoring the BOBI ‘Best Patient-Centric Approach’ award. We are strong believers that the patient should be at the forefront of all pharmaceutical development activity; sometimes however ‘patient centricity’ as a term is overused and underplayed. This award recognises those companies that go above and beyond in search of truly putting the patient at the centre of everything they do. At Partners4Access, we believe in a sustainable orphan drug, cell and gene therapy world. That means helping drive access to the most appropriate treatments for patients and physicians, a fair return on investment for manufacturers at an affordable proposition for payers. This award is therefore very close to our hearts and minds.”

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:

### Prioritising Patients’ Perspectives on Packaging



Lauren Halliwell  
UCB



Ken Murray  
UCB



Bethan Crisp  
HRW



Victoria McWade  
HRW



Iona Gillies  
HRW



Darren Vircavs  
HRW

#### Executive Summary:

UCB reworked the packaging/presentation of its drug for patients with Parkinson’s Disease and Restless Legs Syndrome to ensure their experience was as positive as possible. But when UCB received feedback about the change UCB leapt in to action, and partnered with HRW to better understand the impact of the redesigned packaging/presentation in supporting patients.

In research with HCPs, patients and carers, patient experience was put at the centre and the research provided evidence demonstrating that the new packaging/presentation was working well, helping patients optimise adherence and their experiences with the treatment.

### CLL Management: Lost in Translations



Vivienne Gault  
OPEN Health



Neil Rees  
OPEN Health



Sarah Morley  
Janssen



Heidi McNeill  
Janssen

#### Executive Summary:

Previous research has highlighted disconnects between patients and their healthcare professionals and Janssen were interested to understand whether this is apparent (or not) in the treatment and management of chronic lymphocytic leukaemia (CLL). A patient centred approach was employed by OPEN Health in partnership with the CLL Support Association to understand experiences of people living with CLL and the level of support they receive.

This project confirmed a concerning disconnect between these patients and their HCPs and helped Janssen to truly put the patient at the heart of their thinking and to develop solutions to improve the CLL patient experience.

### Waking Up To Psoriasis: How Research Insights Formed the Bedrock of a Campaign that Inspired People with Psoriasis Across the UK



Helen McAteer  
Psoriasis Association



Alexandra Orton  
LEO Pharma UK



Julie Wong  
LEO Pharma UK



Niamh Griffin  
WE Communications



Jon Freeman  
Synergy Healthcare Research

#### Executive Summary:

The Wake Up To Psoriasis campaign was driven by research designed, analysed and reported in partnership with the Psoriasis Association to identify insights into the impact of psoriasis which supported LEO Pharma’s patient-centric strategy.

Working with the Psoriasis Association, health professionals and patients reflected all parties’ commitment to patient engagement and generated insights that aided patient-centric decision-making via a campaign which had a huge impact on patients and the general public by increasing understanding, reducing social isolation and encouraging patients to re-engage with their health professional.

### Seeing is Believing



Natalie Ambrose  
Johnson and Johnson Vision



Viv Farr  
Narrative Health



Lucy Oates  
Narrative Health

#### Executive Summary:

In order for JJV to better understand the barriers to contact lens uptake and retention, they challenged Narrative Health to capture real-time immersive journeys of those starting out in lenses for the first time. To identify how they could improve the entire patient experience the research spanned from initial consideration of contact lenses through to the trial period. Numerous opportunities were identified across the contact lens journey, which JJV have acted upon to support a more positive customer experience.