



# Best Business Impact

"As a trusted provider of one of the most reliable and respected data sources in the field of healthcare research Cegedim Health Data is proud to sponsor this year's 'Best Business Impact' award. Never has the use of data to help improve patient care and outcomes been so important. As this is a value that sits tight at our core, we are incredibly pleased to support an award that raises the profile of BI and recognises the importance of the insights that real world data is fundamental to generating for such essential advancements."

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

## Highly Commended Entries:

### Driving Meaningful Communications with Customers in the 'New Normal'



**Amy Walker**  
Strategic North



**Ben Rigby**  
Strategic North



**Lara Lucchese**  
Bristol Myers Squibb

**Supporting team:**  
**Samuel Pigott**, Strategic North

#### Executive Summary:

Covid-19 disrupted treatment dynamics in Oncology on an unprecedented scale and forced extremely difficult decisions for patients living with cancer, and their healthcare teams. BMS embarked on an action-oriented workstream with Strategic North to unpick the dynamics of treatment decision-making in the 'new normal' and provide clear guidance on how to optimise the impact of key messages in line with HCPs behavioural patterns. This project has ultimately driven a comprehensive evolution of account level strategies, creating a springboard for personalised HCP interactions that successfully reinstate the value of combination immunotherapy for patients.

### Accelerating Keytruda Sales with a Stalled Persona



**Gillian Newbold**  
Narrative Health Ltd



**Anita Parfitt**  
MSD



**Shaun Lavender**  
MSD



**Sian Guthrie**  
Narrative Health Ltd



**Vivienne Farr**  
Narrative Health Ltd



**Rachel Lawes**  
Lawes Consulting

#### Executive Summary:

MSD and Narrative Health identified a customer persona whose use of Keytruda combination therapy had stalled. Research highlighted the psychological barriers to uptake giving powerful examples of discourse to illustrate the underlying issues and make them more tangible. This led MSD to rethink their strategy bringing on a new team with a fresh focus and ultimately drove sales significantly amongst this persona type.

### Maximising the Utility of Patient Pathway Understanding Ahead of a Novel Treatment Launch



**Tessa Brayford**  
Incite



**Steven Tinsley**  
Novartis Pharmaceuticals UK Ltd.



**Ollie Roberts**  
Novartis Pharmaceuticals UK Ltd.



**Lizzie Eckardt**  
Incite



**Kate Jones**  
Incite

**Supporting team:**  
**Jake Clements**, IQVIA

#### Executive Summary:

**Challenge** – To prepare for the launch of inclisiran, Novartis needed to better understand the nuances of the current (and expected future) patient pathway in England.

**Approach** – This project involved a two-phase qualitative approach, comprising individual interviews and groups. The sample included 31 respondents from a mix of specialties that manage cardiovascular disease.

**Impact** – This project shaped operational plans and tactics for inclisiran. It set the gold standard for how patient journey research should be done for all future launch products within Novartis.





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## Highly Commended Entries:

### Establishing a Mindset Shift



**John Grime**  
Strategic North



**Alex Mole**  
Strategic North



**Tom Morrish**  
Strategic North



**Dan Parr**  
Sanofi Genzyme



**Salimah Saleh**  
Sanofi Genzyme

#### Executive Summary:

Sanofi's new immunotherapy had proven to be groundbreaking in clinical trials for an area of significant unmet need where no proven systemic treatment options existed. However, the brand team had the challenge that current treatment was predominantly driven by a surgeon-led pathway and they needed to change the mindset of the specialist skin multidisciplinary team (SSMDT). Insights gathered from collaborating with Strategic North helped shape a go-to-market plan that saw a significant shift in beliefs and behaviours of the SSMDT, driving strong uptake of the first systemic treatment to deliver a proven, meaningful benefit to patients.

### Accurately Identifying Opportunities for a New Treatment in Haematology



**Simon Barnes**  
Sanofi



**Jon Freeman**  
Synergy Healthcare Research



**Dr. Lucy Howells**  
Synergy Healthcare Research



**Larissa Dempsey**  
Synergy Healthcare Research

#### Executive Summary:

This entry describes how research insights helped optimise commercial decision making and ensured resources were invested where patient needs are greatest.

Cold agglutinin disease is a rare disease with conflicting published data regarding its incidence and prevalence – and therefore the opportunity for a new treatment option from Sanofi was unclear.

By designing research to robustly project numbers of patients seen by haematologists eligible for the new treatment, research was able to empower Sanofi to make accurate decisions regarding investment in this area and thus enhance the quality of the company's business decision making.

### Fix the Core



**Jon Mosley**  
Teva UK Limited

#### Supporting team:

**Chris Reynolds**, Teva UK Limited  
**Andy Eastham**, Teva UK Limited  
**Alison Short**, Teva UK Limited  
**Stacey Hutchinson**, Teva UK Limited  
**Sue Blackwood**, Teva UK Limited  
**Sarinder Pall**, Teva UK Limited

#### Executive Summary:

How many times have organisations leapt into advanced analytic solutions that promise to bring new and exciting insights, without undertaking due diligence on the underlying data?

Without first fully understanding the data that your organisation possesses, any analytical models that are created are at risk of not answering the business need, or worse, misleading the business altogether.

With Fix the Core, we aimed to buck this trend, and take our data and our people through an in-depth and rigorous change programme to make sure all aspects of the organisation were on the same pathway to future success.