



Best Patient-Centric Approach

“Janssen is proud to once again sponsor the BOBI award for ‘Best Patient-Centric Approach’. Driven by the Johnson & Johnson Credo, Janssen is committed to ensuring the voice of our patients is at the centre of decision making, enabling us to build on the excellent heritage we have of delivering exceptional outcomes to our customers and their patients. We are pleased to support an award that recognises the importance of the patient voice and the critical role of BI in ensuring this is heard.”

Sponsored by



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:

Start with the WHY for Better Patient Support



Ciara O'Brien
Roche UK



Sofia Fionda
boxee group



Anthony Rowbottom
boxee group

Executive Summary:

Problem

- Refreshing patient support materials despite COVID-19 and internal restrictions on patient contact
- Resisting urge to “do what we’ve always done” and focusing on what patients really need
- Pressure to produce cost-effective results quickly

Solution

- Using existing and indirect resources to revisit and re-learn what patients need.

Output

- Modular resource: practical and relevant product information
- Enabling people to get the best out of their treatment from day 1

Ultimately, it’s not the number of interviews or ad boards you organise, it’s whether you can deliver what patients really need.

Living with Head and Neck Cancer



Mandira Kar
Research Partnership



Lara Lucchese
Bristol Myers Squibb

Supporting team:

Jagtar Dhandra, Bristol Myers Squibb
Angela Duffy, Research Partnership
Jodie Batters, Research Partnership
Adam Scott, Research Partnership

Executive Summary:

In 2020, Bristol Myers Squibb commissioned Research Partnership to capture patient narratives; individual and shared experiences of living with H&N cancer. The outputs from the research will be used to drive real change for patients by developing a series of emotionally engaging and impactful new case studies to support a policy white paper and parliamentary event. The case studies and policy whitepaper will also be presented to parliamentarians, NHS policymakers and made available to both the British media as well as various healthcare practitioners.

Psychological Partners: Identifying and Defining Support Solutions for mNSCLC Patients



Shaun Lavender
MSD



Hilary Robinson
MSD



Kirsty Page
HRW



Jo McDonald
HRW



Emma Neville
HRW



Fatima Dos Santos
HRW



Greg Hyatt
HRW

Executive Summary:

This study into the unmet needs of the different personas of mNSCLC patients, put patients – put people – front and centre.

Using multi-method research and expert behavioural science analysis, this research identified different patient types living with mNSCLC and unpacked what their journey meant for them on an emotional, psychological, practical and spiritual level.

This empathetic and rigorous understanding illuminated the path for how to support patients throughout their journey: ultimately improving the patient experience by delivering support beyond product-specific content to care for their multifaceted human needs.

PoTS LIVE: Demonstrating how Postural Tachycardia Syndrome (PoTS), a Chronic, Multi-system Disorder, Impacts Quality of Life



Su Smith
Origins Insights



Samantha Waterman
Royal Holloway University



Debbie Waterman
Origins Insights



Holly Cotterell
Origins Insights

Executive Summary:

Putting patients at the heart of decision-making Postural tachycardia syndrome (PoTS) is a chronic disorder of the autonomic nervous system. While previous large questionnaire-based studies have detailed the symptoms, little is understood about the impact of these symptoms on daily life.

In collaboration with the charity PoTS UK and Royal Holloway University of London, this project provided intelligence about the psychological and functional impact of PoTS using an innovative, patient-centric methodology.

PoTS has been implicated in cases of ‘long COVID’, making this research an important contribution beyond the numerous tactics that PoTS UK has implemented as a direct result.