



# Best Use of Innovation

"Elma Research is delighted to sponsor the 2021 BOBI award for 'Best Use of Innovation'. At Elma, we strongly believe in the value of innovation to generate sharper insights that add value to our clients. We are honoured to recognise like-minded innovators who go beyond the status quo and help our industry provide more impact."

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

## Highly Commended Entries:

### We're in it Together!



**Kelly Warth**  
Instar Research



**Cristiana Carata**  
Instar Research



**Joe Peruzzo**  
Instar Research



**Rachel Brown**  
Instar Research

#### Executive Summary:

Following the outbreak of Covid, many pharmaceutical companies limited activities with HCPs to prioritise patient care. However the importance of understanding and tracking the impact of Covid in the UK versus Europe had never been more important! Instar responded with an initial polling exercise to first gauge willingness to undertake market research, followed by a subsequent syndicated program, covering EU5. Chatbot technology was used to understand unmet needs whilst behavioural economic techniques helped explore underlying attitudes. Several UK clients used these results to implement numerous initiatives including medicine supply services, omnichannel communications and medical education.

### "You're on Mute!"



**Claire Derbyshire**  
AbbVie Ltd.



**Catherine Haw**  
HRW



**Hannah McGill**  
HRW



**Emma Neville**  
HRW



**Caitlin Reddiex**  
HRW



**Fatima Dos Santos**  
HRW

#### Supporting team:

**Laura Kinnimont**, AbbVie Ltd. **Laura Ive**, AbbVie Ltd.  
**Tim Chong**, AbbVie Ltd. **Katy Irving**, HRW

#### Executive Summary:

AbbVie's dermatology team faced a challenge: due to the pandemic, all communication with dermatologists had gone digital, despite significant investment, engagement with webinars were low. Partnering with HRW and their in-house behavioural science team, the project used a methodology comparing 'best laid plans' versus reality. Research uncovered psychological factors influencing attendance at webinars and delivered a roadmap of evidence-based strategies to optimise engagement and deliver value and relevance. Once implemented, newly developed Clear Horizons TV programme showed unprecedented enrolment (Over 300% improvement) & engagement.

### 'Just a Minute!' How to Deal with Respondent Fatigue



**Steve Lowery**  
Red Leaf



**Philippa Hammerton**  
Red Leaf



**Liz Vickery**  
Red Leaf



**Paul Ward**  
Sanofi

#### Executive Summary:

To address the issue of respondent fatigue in a busy MS market, Red Leaf utilised what we called 'Gameshow Groups' within the research methodology to ensure optimum engagement from HCPs who, frankly, had become bored of being asked the same questions, about the same things, by multiple market research agencies!

With a little imagination and a few simple props, this innovative approach got the best out of the participants and proved productive in eliciting responses for Sanofi which may not have been unearthed through traditional methodologies. It may have even positively impacted on the image of market research amongst a few doctors...

### Leveraging Innovative Technology to Speed Insights to Action Across a Globally Distributed Team



**Mary Ann Slater**  
Hall & Partners



**Sian Thapar**  
Hall & Partners



**Alex Johnson**  
AstraZeneca

#### Executive Summary:

AstraZeneca achieved unprecedented clinical trial outcomes, which accelerated their launch plan by 2 years. They needed to test and optimise their global launch campaign fast. Amid a rapidly approaching launch, tight timings, and diverse stakeholder needs, and with virtual working due to COVID-19, AZ challenged Hall & Partners to reimagine the insights sharing and synthesis process. H&P constructed an innovative approach which centred on the Hub – an in-house data discovery, knowledge management and insight storytelling platform. This cutting-edge technology brought agility, efficiency, and alignment, meaning AZ made insight-led decisions confidently and at speed.

#### Supporting team:

**Lisa Harkins**, Hall & Partners  
**Dimple Billimoria**, Hall & Partners  
**Erica Pascual**, Hall & Partners  
**Susan Sebelsky**, Hall & Partners  
**Melanie Benson**, Hall & Partners  
**Karel Kabelik**, AstraZeneca  
**Colleen O'Neil**, AstraZeneca