Best Business Impact

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Health Data

BOBI awards

best of business intelligence

"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."

Winning Entry:

Accurately Identifying Opportunities for a New Treatment in Haematology
How Research Insights Helped Optimise Commercial Decision Making and Ensured Resources were Invested where Patient Needs are Greatest

Simon Barnes
Sanofi

Jon Freeman
Synergy Healthcare Research

Dr. Lucy Howells
Synergy Healthcare Research

Larissa Dempsey
Synergy Healthcare Research

Winners' Statement

"Research empowered Sanofi to accurately identify the commercial opportunity represented by a novel treatment for a rare blood disorder and on this basis make the decision whether or not to proceed with investing in the commercial development of the product."

Entrants' Short Summary

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.