



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.”

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Winning Entry:

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



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Supporting team:

Chloe Mitchell, Origins Insights
Dr Morwenna Opie-Moran, PoTS UK

Winners' Statement

“PoTS LIVE was the first longitudinal study into how PoTS affects everyday life. This prestigious award recognises our robust, patient-centric methodology. The implementation of initiatives from the outcomes shows what can be achieved with the right collaboration, innovation and expertise.”

Entrants' Short 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.