



# Best Use of Innovation

“Elma Research is a 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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## Winning Entry:

### 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

#### 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

#### Winners’ Statement

“AstraZeneca and Hall & Partners are thrilled to be recognised for their innovative collaboration. This technology-led comms testing approach delivered agility, efficiency, and alignment. Insight-led decisions could be made confidently at speed, bringing trusted messages to patients and physicians.”

#### Entrants’ Short 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.