



Best Business Impact

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Awarded for a research or analytical project that has demonstrated a significant impact on the UK business

Highly Commended Entries:

What Does it Take to Achieve a Successful Launch?



Dr Rachel David
Redline Strategic



Dr Hannah Betts
Redline Strategic



Dr Stelios Tzellos
AstraZeneca



Paul Budhan
AstraZeneca

Supporting team:

Jessica Silva, Redline Strategic

Executive Summary:

Our Challenge: Support the launch of Calquence by empowering the team with better stakeholder engagement tools.

Approach: We developed an innovative data science-led approach to develop HCP personas and better understand their prescribing behaviour.

Impact: The personas are fully embedded into the Calquence team, have informed their sales strategy and hiring strategy, and have enhanced the perception of AZ as the most knowledgeable in the field.

Getting Behind the Dashboard: Using Customer Experience and Understanding to Unpick Performance Analytics and Optimise Digital Engagement in the New Normal



Keturah McElroy
Bayer plc



Danielle Patterson
Bryter



Emma Pulman
Bryter



Laurence Olding
Bryter

Executive Summary:

The pandemic has been rocket-fuel for pharma efforts to engage with customers digitally. An industry-wide drive to consent customers for e-marketing now means content can be shared with 1000s of physicians on a mouse-click.

Yet, despite a wealth of digital campaign performance analytics, detailed customer understanding of the impact of campaigns, and relevance and value of content delivered, is lacking.

Through insight-driven collaboration with Bayer, Bryter delivered an effective playbook to optimise future campaigns, factoring indication; content; and HCP group. For 2022 this has provided a means to achieve personalisation-at-scale digitally.