



# 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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Awarded for a research project or analytical approach that has helped a company to put patients at the heart of decision-making

## Highly Commended Entries:

### Closing The Gap in Patient Monitoring



**Hailey Macdonald**  
Elma Research

#### Executive Summary:

The client’s goal was to identify communication gaps between patients with a rare condition and their HCPs and build a strategy to close them.

We conducted interviews with patients and HCPs, taking advice from patient advocacy groups. We realised that patients had trouble communicating about symptoms that affected their QoL during brief specialist visits.

We worked with patients, patient advocates, key specialist physicians and cross-functional client teams to co-create a visit-preparation toolkit tailored to patients’ and HCPs needs.

The result: a practical framework to put patients’ experiences at the centre of their care.

### STIGMA: Understanding the Impact of Stigma on Patients and How These Impacts can be Used in HTA Arguments to Further Reflect the Lived Experience of People with Different Conditions



**Helen Garrood**  
Branding Science



**Andrew Cavill**  
Branding Science



**Annabelle Jones**  
Branding Science



**Claudia Wing**  
Janssen



**Alex Bates**  
Janssen



**Diana Ribeiro**  
Janssen

**Supporting team:**  
**Jess Finney**, Branding Science  
**Imogen Clarke**, Branding Science  
**Justyna Filipowska**, Just Worldwide

#### Executive Summary:

During the HTA (Health Technology Appraisal) process, NICE focuses time assessing clinical data and economic evidence.

Stigma, part of the social value judgements framework considered by NICE, can have a huge impact on the lives of patients and so was an area we wished to explore further.

Through speaking to patients, patient advocacy group representatives, bioethicists and psychologists, our project uncovered the most common impacts of stigma and how Janssen should best represent these insights in HTA submissions and ensure these are an integral part of NICE’s decision-making processes.

### A Design Thinking Approach to Unlocking Shared Decision-making in Metastatic Melanoma



**Ben Rigby**  
Strategic North



**Amy Walker**  
Strategic North



**Samuel Pigott**  
Strategic North



**Lara Lucchese**  
Bristol Myers Squibb



**Shital Vekeria**  
Bristol Myers Squibb



**Stuart Barber**  
Bristol Myers Squibb

#### Executive Summary:

Research conducted in 2021(\*) found that only half of melanoma patients felt they completely understood their diagnosis and the nature of their illness, as explained by their doctor or Clinical Nurse Specialist (CNS).

BMS embarked on an action-oriented workstream with Strategic North to:

- i) better understand the challenges patients face, and
- ii) co-create solutions with the community that could tackle these challenges.

This project relied on a deep understanding of patients’ lived experiences, enabling us to make clear choices to focus support where it is needed most.

(\*) Melanoma Patients Matter report – <https://www.melanomauk.org.uk/melanoma-patients-matter-report>



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## Highly Commended Entries:

### Insights into the Impact of a Delayed Diagnosis of Multiple Myeloma on Patient Quality of Life and Clinical Outcomes



**Shelagh McKinlay**  
Myeloma UK



**Amy Capper**  
Myeloma UK

**Daniel Cambers**  
M&F Health

**Greg Sutherland**  
M&F Health



**Jon Freeman**  
Synergy Healthcare  
Research



**Freya Pugh**  
Synergy Healthcare  
Research

#### Executive Summary:

A lack of published evidence means that the current cancer policy framework overlooks the impact of a delayed diagnosis of myeloma on patients’ quality of life.

The survey findings show for the first time that myeloma has a significantly greater impact on quality of life for patients with a delayed diagnosis; research also identified the greater impact of myeloma on patients from BAME groups.

Research outputs are being published to complement Myeloma UK’s Early Diagnosis programme and help support an understanding of the importance of the earlier diagnosis of myeloma in the UK.

### Obesity: An Empathy Blind Spot



**Lucy Neiland**  
Ipsos



**Eleanor Tait**  
Ipsos



**Mark Pritchard**  
Johnson & Johnson  
MedTech

#### Executive Summary:

“I don’t respect fat people, just lose weight!” research participant.

Our research for Johnson & Johnson MedTech revealed an overwhelming narrative of fat shaming baked into the public discourse, and the detrimental impact this has on people living with obesity. This impact also extends to the medical setting with patients often left in limbo.

Our empathetic approach allowed participants to open up in a way they hadn’t before. Our research sits at the core of J&J’s weight management communications strategy and new microsite, and has featured on the BBC, bringing patient centricity to the public narrative around obesity.