



Best Use of Innovation

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“Toppan Digital Language, a language solutions provider formerly known as GlobalLexicon, is honoured to sponsor the 2022 BOBI Award for Best Use of Innovation. We know that navigating the new normal with agility, innovation, and customer empathy is more essential now than ever. Together, these form the foundation that drives our mission to empower healthcare market researchers like you to connect effortlessly with your customers in any language. We are therefore delighted to recognise the pioneering rule-breakers creating new know-how and solutions in our industry.”

Awarded for an innovative approach that has had a positive impact on outcomes or stakeholder interactions

Highly Commended Entries:

The Holy Grail: Systematic Reporting on a Dynamic Population. Transformational New Analysis Bringing Clarity to the True Patient Opportunity Size in MS



Joanna Burnett
GPrX Data Ltd.



Oliver Watherston
Novartis
Pharmaceuticals
UK Ltd.*



Fergus McCormack
Novartis
Pharmaceuticals
UK Ltd.



Adesh Sahni
Novartis
Pharmaceuticals
UK Ltd.

Supporting team:

Samantha Stockton, GPrX Data Ltd.
Karen Spofforth, GPrX Data Ltd.

*Oliver now at Santen

Executive Summary:

With multiple new therapies for the MS population launching in 2021-2, existing sources were failing to give the clarity Novartis needed to monitor patient uptake at a local level. The quest for better intelligence was on.

Applying an innovative analytics approach to NHS hospital medicines data, GPrX created a robust new monthly dataset for Novartis’ commercial excellence team, giving unprecedented clarity around this complex patient population.

This initiative has led to the accelerated adoption of a new therapy, a new level of confidence in business forecasting, transformations in the field force’s approach to accounts at local level, and international recognition.

Voice Emotion and AI-simulated Eye-tracking



Lindsay Widger
Blueprint
Partnership



Fenna Gloggner
Idorsia
Pharmaceuticals Ltd

Supporting team:

Mike Pepp, Blueprint Partnership
Stephen Kent, Blueprint Partnership
Emma Wright, Blueprint Partnership
Callum Pickerill, Blueprint Partnership

Executive Summary:

We are passionate about combining classical research methods with innovative, AI-based tools to obtain deeper insights in real-time and to maximise confidence in the knowledge we provide to our clients.

In a critical research project, guiding development of a global campaign, we employed voice emotion detection (Phebi) and AI-simulated eye-tracking (Dragonfly).

Voice emotion detection allowed us to dig deeper, beyond respondents’ stated responses, to explore true emotional associations and provide stronger recommendations regarding concept development. AI-simulated eye-tracking provided objective measures of visual attention to support and explain our qualitative findings.

It’s Not What You Say



Ras Ertan
Takeda



Rhiannon Phillips
HRW



Kirsty Page
HRW



Jo McDonald
HRW



Sara Daoud
HRW



Holly Robson
Takeda

Supporting team:

Yianni Stamou, HRW

Executive Summary:

Takeda’s Oncology team faced a challenge. Despite success in the second line setting, the goal to commercial success in the first line looked to be blocked by a well established and familiar competitor.

Partnering with HRW and their in-house behavioural science team, the project leveraged a methodology that would establish how well current communications were tackling this problem and what might require change in order to deliver impact.

Research uncovered a road map to meaningful differentiation, that would also problem solve for HCPs unwilling to switch away from the familiar by adjusting both style and content of selling.