BOBI awards
best of business intelligence

Analyst Team of the Year

"As a trusted provider of one of the most reliable and respected data sources in the field of healthcare research, Cegedim Health Data is proud to sponsor this year's 'Analyst Team of the Year' award. We know only too well how critical the right skills are to be able to explore and analyse health data in a way that creates meaningful and actionable insights. Sponsoring this award is our way of recognising the invaluable role that Analysts play in ensuring that health data continues to enable advancements in patient care and outcomes."

Awarded to the team of analysts who have best showcased their skills in turning datasets into an interactive, engaging report that tells the story within the data

Winning Team:

Andrea Bernardini
Partners4Access

Nadia Al Lahiq
Partners4Access

Olivia Johns
Partners4Access

Fisentzos Stylianou
Partners4Access

Adama Anozie
Partners4Access

Extracts from the winning entry:

Our approach analysed accounts (NHS trusts) by 4 key areas, including treatment trends, vial use, pre-filled syringe use and population

Treatment Trends	To understand treatments trends, the top 5 most populous NHS trusts were identified and segmented by product administration method
Vial Use	Accounts with the highest percentage of vial use were analysed to determine SEQUOIA uptake potential due to SEQUOIA's greater ease of administration and strong head-to-head (H2H) data vs. ORANGE
Pre-filled Disposable Syringe Use	Accounts with the highest use of pre-filled disposable syringes were analysed to determine uptake potential as a result of SEQUOIA's similar packaging of pre-filled units
Population	Priority accounts were selected by identifying NHS trusts with the largest populations among those with high vial and pre-filled disposable syringe use

Copse Biopharm

The launch strategy should be separated into to distinct phases, rapid uptake and sustained growth

1. RAPID UPTAKE	2. SUSTAINED GROWTH
• The rapid uptake is more feasible in NHS trusts where products with the same RoA (i.e injection) are widely used	• The sustained growth is more feasible in NHS trusts where products with an oral RoA are widely used
• With SEQUOIA's lower number of units needed per quarter than current IV therapies, uptake is likely to be strong	• This is the secondary launch strategy; uptake could be slower due to resistance to switching to an IV product like SEQUOIA

• To segment the uptake of competitors in each NHS trust, PTD was used as reference value for relative product volumes used by the trust
• This allows a standardization for differences in dosage frequencies and population treated by the trust

RoA: Route of Administration; PTD= Patient Treated Days; IV= Intravenous

Copse Biopharm

Winners' Statement:

"With the aid of countless pivot tables, chocolates and teamwork we developed two strategies in the form of a coherent story supported by robust analysis."

The judges said:

"This entry delivered a strong response to the brief. The judges liked the story flow and felt that the layout was clear and easy to navigate, with very clear visuals, slide titles, graphics/icons and good use of branding."