



# Best Business Impact

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

## Winning Entry:

### 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

### Winners' Statement

"We believe that a successful launch requires a strong understanding of customers and what drives their behaviour. Our work has shown how valuable this is – the personas are embedded in the company, their culture and contributed to the launch's success."

### 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.