



# 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

## Winning Entry:

### 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

#### Winners' Statement

"Myeloma UK's research identified for the first time that a delayed myeloma diagnosis is associated with a significant reduction in surviving patients' quality of life, and that myeloma has a greater impact on lives of BAME than white patients."

#### 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.