



# 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."

Sponsored by



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

## Winning Entry:

### Obesity: An Empathy Blind Spot



Lucy Neiland  
Ipsos



Eleanor Tait  
Ipsos



Mark Pritchard  
Johnson & Johnson  
MedTech

### Winners' Statement

"We are delighted for this recognition and to receive this wonderful award! Along with J&J Medical, we hope to keep bringing patient centricity to the fore of discussions around obesity."

### 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.