



# Best Use of Innovation

"Toppan Digital Language, a language solutions provider formerly known as GlobaLexicon, 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."

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

## Winning Entry:

**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.

### Winners' Statement

"Novartis and GPrX are delighted to be recognised for their innovative data analytics. This smart new source of intelligence on the dynamic MS hospital population has transformed the UK Neuroscience team's approach, enabling confident, impactful decision-making and attracting global recognition."

### 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.

#### Supporting team:

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

\*Oliver now at Santen