



# Best Business Impact

"As a champion for turning data and insights into tangible actions in order to bring about meaningful change, CREATION.co is delighted to continue sponsoring the BHIA's BOBI award 'Best Business Impact'. Since 1998 our insights and consulting have informed the strategies of the world's largest healthcare companies and we are excited to recognise those who also desire to bring about business impact, bettering the lives and experiences of patients, healthcare professionals and wider health stakeholders."

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3-year sponsor

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

## Winning Entry:

### From PoM to P: The Insight-Driven Development of Britain's First Over-the-Counter Local Vaginal Hormone Replacement Therapy



**Danielle Patterson**  
Bryter



**Emma Pulman**  
Bryter



**Seb Martin**  
Bryter

#### Winners' Statement

"This research program steered decision making for this "landmark" commercial launch.

Strategic insights ensured launch success, making easier access to local vaginal HRT a reality for millions of women going through menopause who experience symptoms negatively impacting everyday life."

#### Executive Summary

Bryter delivered a comprehensive research program in support of the successful reclassification and launch of the first ever local vaginal HRT to become available over-the-counter in the UK.

Insight from quantitative data analysis and focus groups with patients and pharmacists were integral parts of an ultimately successful product launch.

The research gave vital input into commercial preparations for launch. Market and pharmacist understanding, and price testing was delivered in this critical landscape changing and strategic work which now sees the product directly benefitting women across the UK.