



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 or the NHS to put patients at the heart of decision-making

Winning Entry:

Shining a Light on the Inequality of Cancer Outcomes Across the UK



Patrick Phelan
Strategic North



Lucas Daly
Strategic North



Nila Sanyal
Strategic North



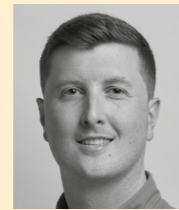
Issy Parry
Strategic North



Lara Lucchese
Bristol Myers Squibb



Lolita McGee
Bristol Myers Squibb



Joe Balfour
Aurora Healthcare
Communications



Ceinwen Giles
Shine Cancer Support

Supporting team:

Mel Samson, Strategic North
Aisha Johnson, Strategic North
Will Brennan, Aurora Healthcare Communications
Molly Stephenson, Aurora Healthcare Communications
Cara Seaton, Aurora Healthcare Communications
Anna Lenherr, Aurora Healthcare Communications
Anna Keeley, Aurora Healthcare Communications
Amber Maywood, Aurora Healthcare Communications

Winners' Statement

"We're delighted to be recognised for this work and would like to thank everyone involved, especially the patients that gave their time and shared their stories, which has enabled us to shine a light on such an important topic."

Executive Summary

Numerous publications have identified healthcare inequalities based on education, socio-economic background, region and more. This manifests clearly in cancer, but understanding the human impact is often missed.

Despite vast amount of research into these disparities, we identified a lack of representation of the patient voice to truly understand the nuanced nature of the wider issues.

By gathering insights from under-represented, hard-to-reach groups, we were able shine a light on the lived experiences and stories of patients, validated in a large quantitative study. These insights have fed directly into a nationwide campaign seeking to address the inequalities highlighted in the research.