



Best Use of Innovation

“The entire boxee group team is super excited, proud and delighted to be sponsoring ‘Best Use of Innovation’ at the 2023 BOBI awards. Innovation is the lifeblood of any business, healthcare market research is no different, and being more awesome in what we do as an industry needs to be celebrated as much as possible.”

Sponsored by



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

Winning Entry:

Rethinking Pathways: A Simulation-Based Approach to Evidence-Driven NHS Planning

Parita Patel
CorEvitas



Eva Fuchs
CorEvitas



Simon Keady
Biogen



Ivan Rickard
Biogen

Winners' Statement

“Biogen and CorEvitas are delighted to be recognised for their innovative IBD pathway simulation model.

Our user-friendly, real word data driven, and localisable communication tool transformed the approach to service redesign enabling confident and quick decision-making in partnership, attracting recognition by an industry-leading society.”

Executive Summary

COVID-19 has brought shortcomings and inequalities within the NHS sharply into focus whilst the introduction of Integrated Care Systems requires clinical pathways to be re-structured to realise targets and service efficiencies.

The need for digital tools to support decision-making is pressing.

CorEvitas and Biogen have developed the IBD Simulation Model to support infusion clinics struggling with a high patient load by identifying the resources and equipment required for a robust sustainable infusion service.

The transparent pathway combined with real-world data and configurable local inputs, facilitates informed and evidence-driven planning by clinicians and commissioners to optimise services and improve patient outcomes.