

Awarded for a research or analytical project that has increased understanding of target customers and had a positive impact on strategic decision-making

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Finalists:

Navigating the Storm: Improving Referral Behaviours to Accelerate Fabry Disease Care



Parisa Valadan
Purdie Pascoe



Sebastian Newton
Purdie Pascoe



Katy Bunn
Chiesi



Tom Kenny
Chiesi

Executive Summary:

The research was part of a comprehensive workstream focused on improving diagnosis and care for patients living with Fabry Disease.

A quantitative survey conducted amongst UK non-Fabry specialists revealed one-third are not aware of Fabry. Those aware have low confidence identifying signs and knowing where to refer; leading to approximately a 12-year delay between symptom onset and diagnosis, resulting in substantial burden for patients.

Research also confirmed HCP education needs and priority areas; as a leader in rare disease, our client is set to fix the education gap, elevate disease awareness and support faster diagnosis of Fabry disease.

Scanning the Market: Planning for Success of an Innovative AI Diagnostic Device



Prof. Paul Chadwick
SpectralAI



Christine Marks
SpectralAI



Jeremiah Sparks
SpectralAI



Dr. J. Michael DiMaio
SpectralAI



Dr. Lucy Howells
Synergy Healthcare Research



Patrick Dalton
Synergy Healthcare Research

Executive Summary:

Current burns diagnostic and prognosis processes have restrictions, with varying experience levels and a narrow, defined window where current diagnostic devices can be used.

SpectralAI developed the DeepView® technology to assist with these challenges and needed research to help plan their UK market understanding for launch.

Research identified the need to focus on working with specialist Burns centres, to gather real world evidence of how the device works in practice as well as unmet needs, supporting the launch and leading to improved patient experience, outcomes and decreased NHS burden.

Lilly 'Diabetes Patient Insights Storyboard'



Sarah Brooks
CorEvitas



Eliot Solway
CorEvitas



Tom Binstead
CorEvitas



Anant Bansal
Eli Lilly



Mark Slade
Eli Lilly



Cameron Mackay
Eli Lilly

Executive Summary:

An ever-growing list of challenges mounting on the NHS means Real World Data (RWD), now more than ever, plays a vital role in understanding, improving, and enhancing patient pathways and outcomes.

Lilly and CorEvitas have developed the 'Diabetes Patient Insights Storyboard', a data visualisation solution using multiple NHS datasets.

This is used by Lilly to engage with the NHS to:

- Show internal and external stakeholders how diabetes care operates in each area
- Better understand the burden of patients with type 2 diabetes and associated co-morbidities, on NHS services and clinicians
- Drive service redesign with NHS partners to improve patient outcomes.

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Finalists:

Building a Strategy to Elevate GPs from Migraine Misery to Mastery!



Vivienne Farr
Narrative Health



Sian Guthrie
Narrative Health



Shaan Thakerar
AbbVie

Supporting Team:
Ella Heath, Narrative Health



Judith Ritchie
AbbVie

Executive Summary:

Our client was launching a migraine product for the first time in primary care. The environment was challenging with growing pressures on the NHS, and patients proven to be sub-optimally managed.

We employed a multifaceted approach – simulated real-world consultations coupled with comprehensive qualitative and quantitative research.

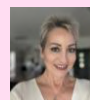
This generated key insights into GPs' real-world environments and behaviours, identifying leverage points that could be used across the Business. Workshops translated these insights into strategies for clinical trials, Marketing, education, and Market Access.

The result was a cohesive, business-wide strategy, ultimately, building a pathway to ensure patients receive treatments in a timelier manner.

Overcoming Inertia: Launching a new Therapy in a Conservative Market



Kristina Mee
Medice



Jenny Kent
Medice



Charlotte Sugden Heron
Synergy Healthcare Research



Amy Page
Synergy Healthcare Research

Executive Summary:

Our research identified how the launch of an oral treatment for CKD anaemia, faced significant challenges in a therapy area characterised by inertia and an entrenched treatment path.

Research with healthcare professionals and patients identified key unmet needs beyond the need for an oral treatment, including simpler dosing, fewer haemoglobin fluctuations, and better access to alternatives.

These insights guided a focused strategy emphasising the product's ability to enhance patient quality of life and ease workload pressures for healthcare teams.

Thoughtfully crafted messaging tackled barriers to change, supporting a clear, actionable launch plan.

Powering Gilead's UK CAR T strategy through a deep understanding of the customer experience



Calum East
Strat7 Incite



Elizabeth Eckardt
Strat7 Incite



Thong Cao
Gilead Sciences Ltd.

Supporting Team:
Tom Poole, Gilead Sciences Ltd.
Jamina Gibson, Gilead Sciences Ltd.
Lucy Heapy, Gilead Sciences Ltd.
Gurj Ark, Gilead Sciences Ltd.

Executive Summary:

Vision: To drive the continued success of CAR T through a deep understanding of customers behaviours, belief and experiences.

Approach: An immersive two step research plan consisting of patient record forms and extended interviews, but key to the success of this project was the cross functional engagement from kick off to delivery, rooted in Gilead's key business questions.

Impact: A pivotal piece of research, transformational in providing a deeper understanding of critical customer touchpoints. A foundation for Gilead's 2024 strategy, directly informing Brand planning, messaging updates and the selling strategy. Which in turn has increased earlier patient identification.