

# Best Use of Innovation

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

"We are delighted to sponsor the Best Use of Innovation Award to be able to showcase the application of the best of our industry's thinking, embracing not only technological advancements but also innovation in approaching complex business challenges with clarity and a fresh perspective. We are proud to champion those who, like us, embody the spirit of progress and forward-thinking excellence."

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## Finalists:

### Interventional Surgery and Surgical Site Infections (SSI) Surveillance Dashboard



**Paul Brooks**  
BD



**Petra Westlake**  
OPEN Health



**Nick Denholm**  
OPEN Health

#### Executive Summary:

Due to the nature of SSIs and inadequate surveillance, changes away from evidence-based practice often occur, resulting in poor outcomes for patients.

The Value Creation and Capture strategy centers on SSI prevention and management. A key part of this strategy has been the development of the SSI surveillance dashboard.

The dashboard is a solution built in collaboration with KOLs, life science industry and UKHSA, using local real-world data to provide actionable insights addressing the challenges of SSIs, leading to improved patient outcomes.

### Redefining Early-Stage Asset Forecasting and Communications in Pharma



**Reena Sooch**  
DayOne  
Strategy



**Olivera Adzic**  
DayOne  
Strategy



**Alex Kirkman**  
GSK

#### Executive Summary:

Our client required accurate sales forecasting for a new asset in early development.

By combining AI, behavioral science, and human expertise, we refined and tested messages that motivated patients to seek testing and treatment, evaluated their effectiveness, and helped clients inform demand projections and guide market strategy.

This hybrid approach reduced the project timeline to 12 weeks (instead of 21), demonstrating the power of integrating technology with traditional methods.

### Revolutionising Campaign Effectiveness using a Multidisciplinary Approach



**Darja Irdam**  
Hall & Partners



**Sian Thapar**  
Hall & Partners



**Laura Patten**  
Hall & Partners

**Supporting Team:**  
Dorcas Eden, Hall & Partners

#### Executive Summary:

Roche was preparing to enter a new indication with a product that has an oncology legacy. They needed to optimise concepts and messages to build an impactful and motivating HCP campaign.

Recognising the challenges of a new indication and volume of information HCPs are exposed to daily, our multidisciplinary approach involved fMRI scans, qual deep-dive and behavioural science analysis to optimise implicit and explicit campaign perceptions.

Combining brain activity diagrams and emotional heatmaps, we identified the highest potential concept for further optimisation, considering conscious and subconscious campaign perceptions. This delivered unique layers of insight to inform Roche's global communication tactics.

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## Finalists:

### Innovative Approach to Insight gathering in Rare Disease Populations via a Patient-centric Conference



**Samantha Wiseman**  
Rare Disease  
Research Partners



**Sandali Jayasinghe**  
Rare Disease  
Research Partners



**Alexandra Morrison**  
Rare Disease  
Research Partners

**Supporting Team:**  
MPS Society

#### Executive Summary:

Gathering data and insights can be challenging in rare disease populations. Our innovative, patient-centric approach empowered patients to share experiences, fostered open communication, and encouraged participation in the research.

By partnering with a patient organization to integrate research into their patient conference, we were able to obtain valuable insights for our clients while reducing the burden of participation for the patients and their families. Over the course of a weekend, various presentations, practical workshops and discussion forums provided patient support alongside the research activities.

This approach demonstrated how inclusive and creative formats can enhance insight generation.

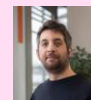
### Using AI to humanise: How AI got us closer to women's experiences of IDA



**Max Taylor**  
McEwan  
Madano



**Jarlath Mulhern**  
Madano



**Stefanos Moraitis**  
Madano

**Supporting Team:**  
Lee Gazey, Madano  
Curtis Widmer, Madano



**Darren Fleetwood**  
Madano



**Ayse Hincal**  
Cherry Thinking



**Julia Price**  
Cherry Thinking

#### Executive Summary:

The women's health space has been overrun with poorly framed campaigns, heavily stereotyped stories and pink washed recycled perspectives. This is something our client, newly entering women's health, was very aware of and keen to avoid when building their own campaign strategy.

In this work, AI technology has successfully enhanced how we captured, understood and communicated what is truly going on in the lives of women with iron deficient anaemia.

Allowing our client communications team to get closer to the patient experience, and to bring this human lens to their own work. Empowering them to move forward with campaign development.