



# Best Patient-Centric Approach

Awarded for a research project or analytical approach that has demonstrated a positive impact on the organisation or the NHS by putting patients at the heart of decision-making

"At Sanofi, we are delighted to sponsor the BOBI Award for Best Patient-Centric Approach. This links closely with our purpose to chase the miracles of science to improve people's lives. Understanding our nation's health challenges, wishes and needs often becomes the responsibility of business insight teams. We would like to highlight and celebrate the best business insight professionals who truly focus on the patient at the heart of the work they deliver."

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## Winning Entry:

### For Whom the Bells Keep Tolling!



**Vivienne Farr**  
Narrative Health



**Sian Guthrie**  
Narrative Health



**Ella Heath**  
Narrative Health



**Kathryn Leaney**  
AbbVie



**Olivia Bailey**  
AbbVie



**Sunny Patel**  
AbbVie

### Winners' Statement

"We'd love to thank the patients and their care givers for sharing their profound and intimate stories to help us better understand the physical and emotional challenges they faced. They have been used in collaboration with Lymphoma Action to develop valuable resources that will support collaborative, informed treatment decisions."

### Executive Summary

The pharma-company conducted in-depth market research with DLBCL patients and their care-partners, a patient advocacy group, clinical nurse specialists, cancer support professionals and haematologists to understand the patient journey, including events, attitudes, feelings, and experiences to provide a patient-centric view of the challenges facing patients in later lines of therapy.

Using this research, we partnered with the expert patient group, Lymphoma Action, to create an educational patient video series to inform and educate the DLBCL community about the treatment landscape and upskill patients to advocate for shared decision making by communicating their treatment goals to their healthcare team.