



Best Business Impact
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WINNING ENTRY

TZDs are not the same – maximising the patient opportunity from rosiglitazone

Takeda UK

Executive Summary:

With increasing competitive pressures in the Type 2 diabetes market, attitudinal research was conducted to shape the strategy for Takeda UK's brands Actos and Competact. Following the subsequent withdrawal of rosiglitazone this understanding of customer attitudes formed the underpinnings of the strategy to maximise the patient opportunity for Takeda's brands.

Secondary data sources were added to direct, monitor and control field force activity, whilst providing valuable weekly insights on progress and effectiveness of the strategy and tactics to both the Senior Leadership and Brand teams.

This integrated approach resulted in excellent local outcomes across the UK, with a national gain of over 75% of the former rosiglitazone prescriptions effecting substantial increases in IMS sales for both Actos and Competact. This was a significant achievement when compared across the Takeda European offices.

Judges comments:

The clarity of this submission made it stand out. The submission demonstrated a strong use of BI to leverage a market opportunity. The work was conducted within a very tight timetable and with an appropriate use of a range of techniques and data sources. It was clear that BI had a key role in this project and that a significant positive impact on the UK business was generated.

RUNNERS-UP (Judges' comments):

Evolution and Revolution: the future path to changing markets and changing business

Strategic North / Pfizer

A very strategic project with impact across the wider European Pfizer business. The use of quotes from stakeholders added in strengthening the submission.

It takes as much energy to wish as it does to plan

UCB / CSL

This submission demonstrated a strong use of BI tools and multiple data sources.