

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

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"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."

Finalists:

Reflections on our Fabry-inspired Methodology: Why Patient-centric Research Must Always be Designed for Patients



Sofia Fionda
boxee group



Georgia Culley
boxee group



Yael Gordon
boxee group

Supporting Team:
Oceane Motteau, SHG
Tamara Burke, SHG



Katy Bunn
Chiesi Limited



Tom Kenny
Chiesi Limited



Kamran Iqbal
Chiesi Limited

Executive Summary:

Fabry Disease (FD) patients struggle to articulate lived experiences with enzyme replacement therapy (ERT) infusions and rarely reflect. Yet desperately wish to be heard.

Knowing this, we designed a methodology with multiple reflection points:

- Upfront investment learning their FD baseline experience
- Reflectionnaire' surveys throughout their infusion cycle
- Follow up session to reflect on infusion cycle changes/needs

Our inclusive design led to insights for all:

- We unlocked the FD lexicon; how patients describe their disease, ERT, and needs
- Patients felt heard and learned more about their own disease
- Industry must design research that mirrors patient needs, not just business objectives

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

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.

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Finalists:

Project Reveal - Revealing the True Burden & Impact of Sjögren's Disease on Patient Lives



Rachel Gervais
Real Chemistry



Joe Hughes-Stanton
Real Chemistry



Theresa Schmidt
Real Chemistry

Supporting Team:

Monia Steenackers, Novartis
Brian Robbins, Novartis
Stella Patsa, Real Chemistry
Justin Kerley, Real Chemistry
Jason Gardner, Real Chemistry
Palak Patel, Reach Chemistry



Pushpendra Goswami
Novartis



Chiara Perella
Novartis

Executive Summary:

Sjögren's disease (Sjögren's) patients are a misunderstood and under-supported group. Whilst HCPs often focus on the disease's easily seen hallmark symptoms, patients' true disease burden is largely unseen.

This AI-enabled research filled a critical insight gap in making the experiences of thousands of people living with Sjögren's across the world not only visible, but measurable. The findings were a pivotal input into the development of the first ever Sjögren's Related Quality of Life (SRQoL) instrument, enabling clinical trials and treatment reviews to put quality of life measures at their centre.

Underserved, Under-engaged - Informing Clinical Trial Designs for those that Historically have not been Designed for



Ify Osunkwo
Novo Nordisk
Rare Disease



Jemma Reast
Madano



Frances Alpe
Madano



Danielle Campbell
Madano



Darren Fleetwood
Madano

Executive Summary:

Sickle Cell Disease (SCD) is a hugely debilitating rare disease that disproportionately affects those of African or Caribbean descent. The community has been vastly underserved, and historically there has been lack engagement with the community to understand their lived experience and challenges.

This piece of work intended to break this cycle through direct community involvement, to ensure research about the community was conducted with and not to the community.

As a result, this work has supported alterations to clinical trial protocols, the company gaining much desired (and hard to achieve) trust and credibility in the SCD patient and HCP community.