

# Best Patient-Centric Approach

Awarded for a research project or analytical approach that has helped a company or the NHS to put 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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## Finalists:

### Caregiver Ethnography: Using Empathy to Magnify Human Truths About Pain and Care



**Angus Smith**  
Ipsos



**Lucy Neiland**  
Ipsos



**Eleanor Tait**  
Ipsos

**Supporting team:**

**Olivier Repond**, Haleon  
**Cristina Martorell**, Haleon  
**Rishi Mulgund**, Haleon  
**Lauren Smith**, Haleon  
**Carolyne Klug**, Haleon  
**Suzy Parker**, Haleon  
**Ophélie Badri-Mulner**, Haleon



**Anna Geatrell**  
Ipsos

**Executive Summary:**

Our client identified caregivers as an underserved group. They often suffer in silence with chronic body pain.

We conducted long-form, in-person ethnography with caregivers across the US and UK. We gained a first-hand and profound understanding of their challenges, contexts, attitudes, and beliefs. Using film, we saw what they saw, and brought it to the heart of our client’s strategy.

Our research seamlessly blended empathy and strategy. Stakeholders shared their experiences of giving care; an internal caregiver network was created within our client’s organisation; and a campaign was developed that saw their product achieve strong growth after months of decline.

### Co-Creating a Patient Support Resource to Facilitate Shared Decision Making



**Patrick Phelan**  
Prescient



**Lara Lucchese**  
Bristol Myers Squibb



**John Grime**  
Prescient

**Supporting team:**

**Shital Vekeria**, Bristol Myers Squibb  
**Susie Sung**, Prescient



**Ben Rigby**  
Prescient



**Amy Reece**  
Prescient



**Sam Pigott**  
Prescient

**Executive Summary:**

A report published by BMS found only half of patients in an Oncology indication felt they completely understood their diagnosis and the nature of their illness, as explained by their Doctor or Nurse.

This has a significant impact on the patient experience, notably when it comes to shared decision-making and the ability to make informed choices around the treatment that’s best for them.

BMS embarked on an action-oriented workstream with Prescient/Strategic North to...

1. Better understand the challenges patients face throughout their diagnosis and treatment journey
2. Co-create solutions with the community that could help alleviate these challenges

### Patient 360



**Sara Valente**  
Novartis



**Keti Tavdishvili**  
Novartis



**Cora Graham**  
A Life In A Day

**Supporting team:**

Indeemo  
Liberating Research



**Alex Cull**  
A Life In A Day



**Philippa Hammerton**  
Red Leaf Research



**Liz Vickery**  
Red Leaf Research

**Executive Summary:**

In the lead up to an internal patient insights workshop, Novartis embarked on a programme of insight gathering, bringing together a ‘full 360’ approach to enable a deeper understanding of the breast cancer patient experience.

By uniting quantitative survey results, ethnographic research and simulation, the team was able to truly immerse itself in this experience and identify key gaps and unmet needs for its disease awareness and advocacy work. This combination of insights was so powerful that, along with several new projects stemming directly from the work, it fuelled a prioritisation of unmet patient needs in broader strategic decisions.

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## Finalists:

### Empowering Young Adults in Rare Disease



**Rachel David**  
Frontera Group

**Hamida Alam**  
Frontera Group

**Sian O'Neill**  
PTC Therapeutics

**Luke Millington**  
PTC Therapeutics

**Maureen Mason**  
PTC Therapeutics

#### Executive Summary:

**Challenge:** Understand what stands in the way of ideal transition, and co-create solutions with patient that empower patients to take charge of their care during and after transition.

**Approach:** We used a mixed-methods approach, rooted in behavioural science, and enriched our findings and recommendations through close collaboration with patient organisations.

**Impact:** Our work has enabled our client to put patients at the heart of their planning, helped to reinforce strong relationships with patient organisations and has acted as a catalyst for further solution design.

### I COUNT – Triple Negative Breast Cancer Matters Placing a Spotlight on the Voice of People with TNBC



**Vivienne Farr**  
Narrative Health



**Sian Guthrie**  
Narrative Health



**Charley Boyles**  
MSD



**Natasha Silkin**  
MSD

#### Executive Summary:

Despite the wide-ranging impacts of Triple Negative Breast Cancer (TNBC), very little information has been published on peoples’ lived experiences. There was a need to shine a spotlight on this, to ensure people with TNBC feel that they count and are being counted by those accountable for cancer services.

The patient research was foundational in development of the I count campaign and policy document which put patient voices and experiences front and centre. It sets out recommendations to policymakers to improve TNBC care, including ensuring all patients can access tailored and holistic support, improved treatment pathways and improved data collection.