

INTELLIGENT OUTCOMES

MARKET RESEARCH AND DATA ANALYSIS ARE CRITICAL IF PHARMA IS TO SEE BETTER OUTCOMES, SAY THE WINNING ENTRIES OF THIS YEAR'S BEST OF BUSINESS INTELLIGENCE AWARDS

BY KATRINA MEGGET EDITED BY CLAIRE BOWIE/JENNY HONE

Of 40 companies taking part in the British Healthcare Business Intelligence Association's search for this year's best examples of business intelligence, AstraZeneca and Boehringer Ingelheim were the big winners on the night – with two titles each – while a spread of agencies and other pharma companies scored victories across the eight categories (see side box).

The growing emphasis on outcomes and value has pushed the business intelligence sector to really understand the drivers and barriers to success across all the different stakeholders, says Steve North, director i2i and chair of the BOBI Awards steering committee. "What the winning entries had in common was a clear illustration of how business intelligence had a tangible positive impact on the client's business."



This was aptly demonstrated by AstraZeneca and Strategic North, winners of the Best Business Impact Award, when the pressure was on to make newly launched antiplatelet drug Brilique a growth generator for the drugs giant. Certainly the judges say the project demonstrated real business impact, "with evidence of a close link between the market research and the outcome", while recent sales figures are testament to the real commercial effect it's had on the business.

The same can be said for Sanofi's project, which won the Excellence in Sales Force Effectiveness/Commercial Analysis Award. Here, the analytics generated by business intelligence led to a restructuring of the salesforce – and the brand in question, which had declined 2% in 2012, grew almost 10% in 2013.

Responses from the judges for all categories made mention of business intelligence being critical to how pharma optimises its business model. As one said: "Market research can be used effectively to influence many parts of the marketing strategy, identifying key leverage points where the company can intelligently and effectively target their resources... and influence global strategy."

And the winners are...

Best Business Impact

Sponsored by Adelphi Research UK
John Grime and Paula Lashley, Strategic North;
Anita Parfitt, AstraZeneca UK MC

Excellence in Sales Force Effectiveness/ Commercial Analysis

Sponsored by Sanofi
Paul Ward and Audrey Lugris-Turner, Sanofi

Excellence in Data Collection/Fieldwork

Sponsored by WorldOne
Marie Cooke, Owen Jones, Justin Morley and
Simon Barry, AstraZeneca; Kenneth Lewis, Qlik

Most Innovative Approach

Sponsored by Janssen
Anthony Nealon and Steve Johnstone,
AbbVie Biopharmaceuticals; Bors Hulesch and
Dan Amarasinghe, Brains & Cheek

Best Customer Insight

Sponsored by Kantar Health
Yuuki Ochiai, Boehringer Ingelheim; Katy Irving,
Esme Barrow-Williams and Nicola Vyas, HRW

'Pharma company I would most like to work with'

Sponsored by IMS
Boehringer Ingelheim

'Agency I would most like to work with'

Sponsored by Boehringer Ingelheim
Kantar Health UK

Best Newcomer Award

Sponsored by medeConnect Healthcare Insight
Richard Jackson, Janssen

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www.bhbia.org.uk/bobiawards/winners.aspx

Photos sponsored by HRW

Adelphi Research UK, one of the category sponsors agreed, saying: "Market research should go further than just answering the questions posed. It's important that the research lives on in the organisation and inspires marketing teams to take decisive action." ■