

# CELEBRATING A DECADE OF EXCELLENCE

The often unsung heroes of pharma were celebrated this month as part of the BHBIA's celebration of 10 years of business intelligence excellence



Winners and sponsors celebrate this year's BOBI awards

The vital work of business intelligence (BI) often takes place behind the scenes and so may not always get the recognition it deserves for its contribution to business success. That's why the Best Of Business Intelligence (BOBI) Awards were launched 10 years ago by the British Healthcare Business Intelligence Association. During that decade, more than 150 BOBI trophies have been presented to more than 60 different companies, recognising achievements across healthcare.

For the past 12 months, the BHBIA has been celebrating ten years of recognising business intelligence excellence, culminating at the organisation's Annual Conference. This year's BOBI winners received their trophies at a ceremony hosted by BOBI chair Wilf Iliffe and featuring commentary from veteran BBC broadcaster Charles Nove.

"The BOBIs are the only healthcare-specific BI awards in the UK," said Wilf, director of 14 Four Analytics. "They give BI professionals the chance to celebrate their contribution to outcomes and raise the profile of teams internally, putting BI on the map as an important contributor to strategic decisions."

With over 35 finalists, the quality of entries was higher than ever, he said. "The judges commented on the very high standard, and limiting entries to a single category meant they were far more compelling."

Over the past decade, BI has changed beyond recognition, added Wilf. "The biggest change has been the shift to online techniques, with mobile technology taking it to an entirely new level, enhancing face-to-face market research. We are also seeing much greater use of multiple data sources and combinations of research methodologies to maximise insights. New approaches such as gamification, behavioural economics and data visualisation are increasing respondent engagement, getting closer to what respondents do rather than what they say they do, and bringing analysis to life."

Closer partnerships between clients and agencies, engaging stakeholders such as patient groups and the NHS, and a greater focus on understanding the patient experience have also come to the fore, he said.

*For more information and photos, go to [www.bhbias.org.uk/bobiawards/winners.aspx](http://www.bhbias.org.uk/bobiawards/winners.aspx)*



## AND THE WINNERS ARE:

### Excellence in Business Analytics

Sponsored by GfK

A Load of New Balls: Creating an interactive online data-visualisation for respondent profiling  
*John Aitchison & Martin Conroy, First Line Research*

### Most Innovative Approach

Sponsored by Boehringer Ingelheim Ltd.

Turning the tables: How 'in-the-moment' mobile forecasting revealed a winning strategic direction for a new product and ensured a successful launch in a complex and highly competitive market  
*Eelke Roos, SKIM, and Sarah Morley, Boehringer Ingelheim Ltd (now at Janssen)*

### Excellence in Data Collection/Fieldwork

Sponsored by SERMO

Reaching further: Big collaboration overcomes the challenges of accessing hard to reach populations  
*Philippa Hammerton, Jane Egberts & Steve Lowery, Red Leaf Research, and Ben Greener, Sanofi Pasteur MSD*

### Best Customer Insight

Sponsored by Sanofi

Patient-centricity in action: How the patient can be the driving force of brand strategy when truly brought to life for the brand team  
*Audrey Lugris-Turner, Sanofi UK, and Rebecca Marshall-Clarke, Adelphi Research UK*

### Best Business Impact

Sponsored by Janssen

To be, or not to be? Assessing the potential uptake of psychiatric intensive care training courses for junior doctors and nurses  
*Sue Thamia, Charlotte Heron & Alice Grimmette, Synergy Healthcare Research, and Nicky Field, King's College London*

### Best Newcomer

Sponsored by medeConnect Healthcare Insight and hosted by SAS

The best performer in a one-day competition for entrants with up to three years' business intelligence experience  
*Sofia Fionda, Branding Science*

### Agency of the Year

Sponsored by MSD

Voted for by BHBIA members from the shortlisted submissions  
*HRW*

### Pharma Company of the Year

Sponsored by Kantar Health

Voted for by BHBIA members from the shortlisted submissions  
*Janssen*