

# Best Business Impact

Awarded for a market research or analytical project that demonstrates a significant impact on the client's business



## Sponsored by:



“Prescient is proud to once again sponsor the BOBI Best Business Impact Award 2026, recognising the vital role that market research plays in developing differentiated brand strategies throughout their lifecycle. This award highlights the significant impact that market research can have when it delivers actionable insights that drive and shape successful commercial strategies in the marketplace. Brands cannot succeed without insights, which provide the fuel and guidance necessary for informed decision-making and a clear path forward.”

## Finalists:

### Shaping the Success of Nestlé Health Science's Launch of their First-in-Class Adult Enteral Feed

**Emily Greenwood**  
Strat7 Incite

**Tom Lister**  
Strat7 Incite

**Jake Ashton**  
Strat7 Incite

**Nikki Bryan**  
Nestlé Health Science UK

#### Supporting members:

Ahmed Abbas, Nestlé Health Science UK

#### Executive Summary:

**Challenge:**  
Nestle Health Science (NHSc) were planning to launch Compleat in the UK – a first-in-class commercial adult enteral feed containing food derived ingredients. Foundational research was needed to shape NHSc's launch strategy.

**Approach:**  
An iterative workplan triangulating multiple data sources and audiences to capture a holistic view of the market. Cross-functional stakeholder collaboration throughout to maximise engagement and ensure project findings were fully activated within the business.

**Impact:**  
Recommendations shaped several critical launch activities: Dietitian education, brand positioning, communications and targeting strategy. This led to a highly successful launch; NHSc exceeded their first-year sales target by 220% and the launch was acknowledged as a 'best practice model' for global launches internally.

### Real Patient Images. Always. It's so Obvious You Could be Blind to it.

**Sofia Fionda**  
boxee group

**Georgia Culley**  
boxee group

**Katy Bunn**  
Chiesi Limited

**Tom Kenny**  
Chiesi Limited

**Kamran Iqbal**  
Chiesi Limited

**Anthony Rowbottom**  
boxee group

#### Supporting members:

Gintare Civelyte, Konovo

Mo Rice, Konovo

#### Executive Summary:

**PROBLEM**  
Relying on stock imagery in rare disease communication is the current standard but is it actually hindering understanding? Although it may seem 'obvious' that images of real patients would improve communication, pharmaceutical companies are not acting on it. We needed to prove it.

**INSIGHT**  
Our research demonstrated that defaulting to stock imagery actively undermines understanding, seriousness, and trust.

**IMPACT**  
Chiesi have rewritten their global communications policies in rare disease, mandating real patient images across all future rare disease communications.

# Best Business Impact

Awarded for a market research or analytical project that demonstrates a significant impact on the client's business



## Sponsored by:



“Prescient is proud to once again sponsor the BOBI Best Business Impact Award 2026, recognising the vital role that market research plays in developing differentiated brand strategies throughout their lifecycle. This award highlights the significant impact that market research can have when it delivers actionable insights that drive and shape successful commercial strategies in the marketplace. Brands cannot succeed without insights, which provide the fuel and guidance necessary for informed decision-making and a clear path forward.”

## Finalists:

### Puzzle Pieces: The Framework that Re-Engineered Every Conversation in Late Preterm Care

**Sofia Fionda**  
boxee group

**Georgia Culley**  
boxee group

**Katy Bunn**  
Chiesi Limited

**Amy Lees**  
Chiesi Limited

**Andrew Milton**  
Chiesi Limited

#### Supporting members:

Martyna Kapelus, Just Worldwide  
Iwona Mierzejewska, Just Worldwide

#### Executive Summary:

**Problem**  
Chiesi understands Early Preterm care well, but the Late Preterm space remained an unsolved puzzle; fragmented, inconsistent, and difficult to act on.

**Solution**  
The LPT Puzzle. A unifying framework that clarified the full set of clinical factors influencing Late Preterm surfactant decisions. Giving Chiesi a clear mental model of the customer's world, and allowing the customer to have a voice in every conversation.

**Impact**  
The framework re-engineered internal and external conversations, exposed regional disparities, and importantly directed the team to an anchored strategy. The LPT puzzle continues to guide decision-making two years later, demonstrating lasting business impact.

### Bringing Hospital Home: Redesigning Virtual Wards Through Empathy, Evidence and Connectivity

**Jonathan Crabb**  
Vodafone

**Seb Martin**  
Bryter

#### Executive Summary:

Faced with unprecedented pressure on secondary care, the NHS is turning to Virtual Wards as a vital innovation. Vodafone and Bryter partnered to evaluate and strengthen Vodafone's proposition in this rapidly evolving care model.

The NHS is a highly complex, decentralised system - nationally steered but locally executed. Understanding the true opportunity required more than surface-level user insight. This project combined deep desk research with qualitative exploration, grounding every conversation with clinicians, IT teams, and patients in the realities of funding structures, NICE standards, procurement pathways, and policy ambition.

To identify where Vodafone could meaningfully differentiate, the research interrogated national guidance, Trust-level reporting, and competitor offerings across the Virtual Ward landscape. This context-first approach sharpened the qualitative design, ensuring interviews probed the operational, clinical, and emotional realities shaping adoption and success.

The outcome was transformative. Insight shifted Vodafone's role from technology vendor to trusted connectivity partner - enabling a proposition built around equity, scalability, and patient-centred care. The findings continue to inform go-to-market strategy, product development, and NHS engagement, ensuring Vodafone's offer aligns with both system pressures and frontline needs.

This is NHS research done properly: contextually intelligent, human-centred, and designed to influence systems as well as solutions.