

Best in Commercial Excellence

Awarded for a market research or analytical project that facilitates Commercial Excellence in any discipline such as sales force effectiveness, omnichannel insights, forecasting, sales, marketing and any other related field.

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Finalists:

Patient Funnels: Enabling High-impact Decisions through Precise Cohort Identification

Charlie Maxted
Chiesi UK

Bryony Duckham
Chiesi UK

Mohammad Khabazi
Chiesi UK

Supporting members:

Kunal Mistry, Chiesi UK

Executive Summary:

A bespoke, scalable 'Patient Funnels' dashboard to precisely identify and track respiratory cohorts (COPD & Asthma) at national and sub-national level, translating anonymised patient-level prescription data into decisive, actionable commercial insight to inform strategic decision making.

The project unified definitions, automated Key Performance Indicators (patient share, regimen share, Moving Annual Total (MAT) growth), and embedded a Power BI experience for sales, marketing and other key business functions.

The patient funnels have enabled Chiesi to shift planning from product-first to patient-need-first, guiding resource deployment to areas with the highest potential and greatest unmet need.

Adoption across both sales and marketing functions have enabled the funnels to be a "single source of truth" for opportunity sizing, strategic decision making, forecasting inputs and sales force account planning.

From Insight to Action: Co-Creating a High-Impact, Data-Driven GTM Strategy

Martin Fox
IQVIA

Srividya Sekar
IQVIA

Madalena Ferraz de Oliveira
IQVIA

Bellami Kerin
IQVIA

Eil Lim
AstraZeneca UK

Inés Ignatczuk
AstraZeneca UK

Supporting members:

Tom Charlton, AstraZeneca UK
Joao Ribeiro, IQVIA

Ben Coombs, AstraZeneca UK
Arpit Maheshwari, IQVIA

Karan Shah, IQVIA
Puja Kumari, IQVIA

Executive Summary:

AstraZeneca UK and IQVIA partnered closely to transform promotional optimization and GTM strategy for a key multi-indication asset, combining advanced analytics with strong cross-functional collaboration. The goal was to understand the true drivers of promotional effectiveness across care settings, indications and channels and to build a data-driven, future-ready engagement model.

Through AI/ML-driven modelling, the team generated granular indication-level insights not previously available, enabling a clearer understanding of drivers of sales and the substantial contribution of secondary-care activity to impactable sales. Building from these insights, promotional mix modelling quantified both short- and long-term promotional effects across channels, creating precise response curves to support optimized investment decisions.

Cross-functional teamwork was central throughout. IQVIA and AstraZeneca jointly pressure-tested scenarios, aligned on priorities and iterated recommendations to ensure feasibility, clarity and impact. This collaborative approach enabled the development of a multi-dimensional GTM optimization model that balanced ROI, resource allocation, channel performance and customer reach. The final sequencing phase further integrated expertise across analytical and commercial teams to identify the most effective combinations and timings of HCP interactions.

The project delivered a step-change in decision-making. AstraZeneca refined targeting, optimized channel mix and strengthened follow-up strategies, leading to more effective HCP engagement and greater commercial impact. The methodology is now being applied to additional products, demonstrating scalability and sustainable value. This submission reflects the BOBI Awards' commitment to excellence, innovation and collaborative insight generation across healthcare business intelligence.