

Best Patient-Centric Approach

Awarded for a market research or analytical project that demonstrates a positive impact by putting patients at the heart of decision-making

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"at boxee we love recognising, celebrating and championing true insights that go beyond slides or fancy-for-the-sake-of-it methodologies. we're thrilled to sponsor this year's BOBI Best Patient-Centric Approach: awesome entries in a category that when real positive change is achieved truly encapsulates the very essence of why a lot of us do healthcare market research in the first place. so here's to a world in which patient stories continue to take centre stage!"

Winning Entry:

Beyond the Skin: Redefining Chronic Hand Eczema Through the Patient Lens

Emily Goffin
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Supporting members:

James Osborn, LEO Pharma
Simone Miles, Allergy UK

Winners' Statement

"This patient-centred research amplified lived experience of people with Chronic Hand Eczema, revealing its physical, emotional and occupational burden, redefining the condition beyond skin symptoms and informing more holistic, empathetic and timely care. Thank you to all who took part."

Executive Summary

Chronic Hand Eczema (CHE) is an inflammatory skin condition that disproportionately affects quality of life due to the visibility and constant use of the hands. Despite this, CHE has historically been under-recognised, with a limited understanding of the burden, and how this differs from eczema elsewhere on the body.

LEO Pharma, in collaboration with a Multidisciplinary Taskforce with Allergy UK, commissioned a patient-centred, mixed-method study to capture the true lived experience of CHE. The research combined in-depth qualitative interviews with a UK-wide quantitative survey, exploring five areas: physical experience, psychosocial impact, relationships, impact on work and healthcare experience.

The research revealed that CHE is a condition that impacts all aspects of life, with triggers that are hard to avoid. Most patients reported that they not only experiencing severe itch and pain but that it is impacting their current work or education.

Half of the respondents experienced anxiety or anger due to their CHE, yet only 14% have ever been asked about the emotional impact by any healthcare professional (HCP). Many patients also report delays, living with symptoms for a median of eight years before seeking help, due to not thinking their symptoms were severe enough or not wanting to make a fuss.

By placing patient voice at the centre, the project redefined CHE beyond a dermatological diagnosis; as a unique condition with a high patient burden. It provided credible evidence to educate HCPs and advocate for holistic patient-centred care, whilst simultaneously creating materials to help patients seek healthcare support earlier.