

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!"



Finalists:

Shining Light on the Overlooked: Uncovering Young Adults' Hidden Cancer Realities to Spark National Change

Aurora Albert
Branding Science

Ceinwen Giles
Shine Cancer Support

Sonia Jain
Branding Science

Anastasia Pecquet
Branding Science

Sarah Bennett
Just Worldwide

Executive Summary:

Young adults diagnosed with cancer often find themselves in a space no one has designed for them: too old for children's services, too young for support built around later-life cancer. Their challenges are distinctive, deeply personal and often invisible: careers disrupted just as they begin, relationships reshaped under pressure, dreams of parenthood destabilised, identities shaken at the very moment they're being formed.

Shine Cancer Support exists because this reality is overlooked. To become the authoritative voice for people in their 20s, 30s and 40s living with a cancer diagnosis in the UK, Shine required robust and credible evidence to illuminate the real-world pressures faced by a rapidly growing, underserved population, powerful enough to drive systems, services and conversations to change.

Pro bono, we designed and delivered a fully people-centric insight programme to bring those realities to light, ensuring young adults were not simply respondents in a survey but the driving force behind every insight.

The largest, representative national survey captured systematic evidence across six critical life domains of impact. Working collaboratively with Shine, we interrogated the findings to refine emerging hypotheses and shape a sensitive, targeted qualitative phase that explored the human stories behind the numbers, revealing nuances, burdens and unmet needs that statistics alone cannot capture.

What emerged is more than data. It is a collective voice - authentic, compelling and impossible to ignore - now powering Shine's offer, advocacy and national influence to ensure no young adult faces cancer unseen or unsupported.

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

Emily Goffin
LEO Pharma

Kate Barwise-Ennis
LEO Pharma

Shahil Lodhia
LEO Pharma

Lucy Howells
Synergy Healthcare
Research

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Synergy Healthcare
Research

Supporting members:

James Osborn, LEO Pharma

Simone Miles, Allergy UK

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.

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Finalists:

Patient Voice First: Transforming COPD Advocacy Through Lived Experience

Lucy Neiland
Ipsos UK

Mary Ruth Brehmer
Regeneron

Miquel Diaz
Sanofi

Dafni Kokkidi
Weber Shandwick

Eleanor Tait
Ipsos UK

Anna Geatrell
Ipsos UK

Executive Summary:

COPD is the third leading cause of death worldwide, yet decades of stigma have shaped how patients are perceived, supported, and prioritised within healthcare systems and public discourse. In 2023, Sanofi and Regeneron's Public Affairs and Patient Advocacy teams set out to challenge this stigma by placing people living with COPD at the centre of advocacy and policy dialogue.

Working in partnership with Weber Shandwick and Ipsos UK, a global ethnographic research programme was conducted across eight countries, including the UK. Researchers spent hundreds of hours with people living with moderate to severe COPD, immersing themselves in patients' daily lives to understand the physical, emotional, and social realities of the condition. This approach also revealed systemic barriers within healthcare systems that are often invisible in traditional research, including misdiagnosis, fragmented care, and inconsistent access to support.

Patient partnership was fundamental throughout. Participants were collaborators whose perspectives shaped both the insight and interpretation, not just research subjects. This ensured authenticity, avoided preconceived narratives, and elevated patient lived experience as credible evidence to inform advocacy.

Patient stories and insights were shared directly with global stakeholders, including the World Health Organization, the United Nations, and the European Respiratory Society. The dedicated website, The Next Breath, showcased patient experiences first-hand and extended their reach beyond traditional policy forums. By bringing unfiltered patient voices into international advocacy spaces, the programme helped reframe COPD as a serious, systemic public health challenge rather than a stigmatised lifestyle condition, globally and sustainably.

The Unspoken TNBC Journey: Putting the Patient's Lived Experience at the Heart of Launch Strategy

Rob Rawlinson
Lumanity

Andrew Wood
Lumanity

Tanya Mubayiwa
Lumanity

Harpreet Kaur
Lumanity

Michael Obineme
Daiichi-Sankyo

Ya Gai
AstraZeneca

Supporting members:

Megan Drew, Daiichi-Sankyo

MaKendra Umstead, AstraZeneca

Executive Summary:

Living with Triple-Negative Breast Cancer (TNBC) is a devastating burden, not only for patients, but also for the caregivers who walk beside them and the healthcare professionals who treat them. Our client is launching a novel therapy to confront this aggressive disease, and needed a deep, human understanding to ensure every decision would truly serve those living the reality of TNBC.

To support the global launch of Brand X across multiple TNBC indications, we conducted a comprehensive, multi-country patient journey study. The challenge was not simply to map clinical steps, but to reveal the raw emotional truths and unmet needs shaping every moment of the journey.

We engaged the full ecosystem of stakeholders - oncologists, surgeons, radiation oncologists, pathologists, nurses, patients (early-stage and metastatic), and caregivers - across five major markets. At the heart of our methodology was a two-week video patient self-ethnography, capturing unfiltered glimpses into daily life: the anxiety before chemo, the fragile hope after surgery, the quiet despair of progression. Additionally, we completed individual interviews across stakeholders.

This immersion exposed a stark disconnect: the clinical journey is linear, but the emotional journey is chaotic — a volatile mix of fear, hope, and powerlessness. We transformed these insights into visceral deliverables, including a 20-minute patient-voice film and a "train journey" strategic report, providing high impact deliverables that have been socialized across client functions and teams.

These insights now anchor the global launch strategy, reframing messaging around empathy, empowerment, and shared understanding, keeping the patient and their experience at the center.