

Best Use of Innovation

Awarded for a market research or analytical project that demonstrates an innovative approach that has had a positive impact on outcomes or stakeholder interactions

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"We are delighted to sponsor the Best Use of Innovation Award, to be able to showcase the application of the best of our industry's thinking, embracing not only technological advancements but also innovation in approaching complex business challenges with clarity and a fresh perspective. We are proud to champion those who, like us, embody the spirit of progress and forward-thinking excellence."

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AWARDS 2026

Finalists:

Breaking New Ground in Patient, Carer and Healthcare Professional Collaboration

Dr Sagair Hussain
DEBRA

Claire Mather
DEBRA

Sophie Jones
DEBRA

Charlotte Sugden Heron
Synergy Healthcare
Research

Amy Page
Synergy Healthcare
Research

Cherie Peng
Synergy Healthcare
Research

Supporting members:

Caroline Magee, James Lind Alliance
Rowan Gow, Synergy Healthcare Research

Executive Summary:

As a charity, how do you best support the community you serve? If you are funding significant amounts of medical research, how do you know which clinical areas to prioritise? What subjects are actually a priority for your members and the wider community?

DEBRA UK wanted to undertake a James Lind Alliance (JLA) Priority Setting Partnership (PSP) process to determine the future of their medical research strategy.

The JLA PSP process is widely recognised as a collaborative and methodologically rigorous way of setting research priorities, combining high-quality evidence review with meaningful involvement from those most affected by health conditions. It helps ensure that research investment is aligned with real-world needs rather than driven solely by academic or commercial interests.

For the first time in the UK, a market research agency took part in the JLA process, lending their survey and information gathering expertise to the research process.

Unlocking Real-World Prescribing Decisions: Driving Smarter Access and Prescriber Strategy through Innovative Patient-level Insights

Kerry Kriel
Bayer plc

Noemi Hahn
Bryter

Laurence Olding
Bryter

Sarah-Jane Cashmore
Bryter

Supporting members:

Alisha Hardy, Bryter

Executive Summary:

In a highly competitive disease area transformed by multiple blockbuster therapies over the past 15 years, standards of care had advanced significantly. Yet as leading therapies were becoming genericised and payer budgets came under increasing pressure, a clear unmet need remained - alongside an opportunity to further optimise patient outcomes.

Successfully positioning a novel therapy in this environment required more than a traditional "all-comers" strategy. Bayer faced a critical strategic question: which specific patient profiles truly warranted a switch from established standards of care, and where would prescribers draw the line in real-world practice?

Answering this demanded identifying the precise patient "tipping point" at which prescriber preference shifts - insight that conventional research approaches are ill-equipped to deliver. To overcome this, an innovative Situational Choice Experiment was developed, enabling a granular, empirical assessment of both the individual and combined impact of patient characteristics on treatment choice.

Crucially, this approach reflected how physicians actually make decisions: evaluating the patient in front of them and choosing the most appropriate therapy. By replicating real-world prescribing behaviour, the methodology delivered unprecedented clarity on how and why patient factors drive product choice.

The result was a step-change in decision-making confidence for Bayer, directly shaping market access strategy, future positioning, and the ongoing clinical development programme - demonstrating how innovation in insight generation can unlock smarter, evidence-led strategy in even the most established therapeutic categories.