



# Excellence in Customer Insight

## Winner: Transforming the terminal cancer patient story through Hidden Depths: Hall & Partners and Boehringer Ingelheim

**Di Adams, Partner, Hall & Partners:** We're absolutely delighted to win! It's wonderful to be recognised for the innovative work we are doing. Also great to have our client recognised – as without such an open-minded and collaborative partner we wouldn't have got very far!

We were approached by Boehringer Ingelheim with a problem: they were launching a new treatment in oncology, and recognised that in order to build more meaningful relationships with customers and patients they needed to understand them better. Cancer has moved on, it's a different world to how it used to be. The company recognised that it needed to deeply immerse itself in the experience of the patient to better understand – and to be able to reflect – their reality.

The key message really is that in order to form more meaningful relationships with people you need to better understand them. To experience things from the patient, or physician, perspective and consider unconscious as well as conscious influences. In this project, we uncovered a whole new perspective on the patient experience of living with terminal cancer. This is fundamentally shaping the BI teams' focus, both internally and externally, in the form of communications and services.

'Patient centricity' seems to be the *raison d'être* for many companies at the moment and this is clearly a noble sentiment. However too often there is insufficient substance behind the aspiration.

This project and award stands out because it is truly leading the BI team on a path towards patient centricity. It provided them with a more holistic understanding of the patients' situation, as we were able to give the patient a voice which spoke directly to the BI team.



Hannah Mann, Hall & Partners collecting the award for Di Adams