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EXPERIAN'S PUBLIC SECTOR TEAM WINS TOP ACCOLADE AT THE 2009 DATA STRATEGY AWARDS

Experian has picked up a major award at the industry leading Data Strategy Awards. Experian's public sector health team and, its client, The British Lung Foundation, collected Data Strategy Magazine's highly prized Grand Prix Award for the *Best use of Data in all Categories* at this year's prestigious Data Strategy Awards.

This is the second time in three years that Experian's public sector health team has won Data Strategy Magazine's overall Grand Prix Award.

Experian and the British Lung Foundation's *Love Your Lungs* campaign won the *Best Use of Data by a Charity* award and, at the end of the night, went on to win the overall Grand Prix Award for being the best overall campaign.

The *Love Your Lungs* campaign used Experian's customer insight, analysis, mapping and consultancy to deliver a targeted approach to identifying the "missing millions" suffering from Chronic Obstructive Pulmonary Disease (COPD). This campaign worked with South Tyneside PCT to raise awareness of the signs and symptoms of COPD and to encourage early diagnosis amongst high risk groups, and reduce future emergency hospital admissions.

Emily Sparks, Manager of Experian's public sector Health team, added: "We are delighted to receive this award which represents a great combined team effort between Experian and the British Lung Foundation. The British Lung Foundation's 'Love Your Lungs' campaign is a great example of how we have fused sophisticated marketing techniques such as risk modelling, population segmentation, communications tone and channel propensities with traditional health data.

"More importantly the *Love Your Lungs* campaign has been evaluated against control campaigns to truly prove for the first time that varying the style of health intervention using robust data analytics and marketing techniques can produce better health outcomes for the British population.

The campaign achieved a 300 per cent increase in identifying those at risk from COPD. The minimum saving from preventing each admission to Accident and Emergency is estimated at £10,000.

The judges of the Grand Prix award said "This project drove through what could have been impossible. We sensed the passion involved and had no doubt that it merited the highest award".

David Horton, the British Lung Foundation's Director of Communications said: "We are delighted that Data Strategy Awards have recognised the exciting work that we were able to do in South Tyneside. The British Lung Foundation is dedicated to finding and communicating with people who are living with respiratory disease. The methodology we used in these campaigns has enabled us to help many people, and direct them to medical care and support which could change their lives. This award is a great honour, and will encourage us as we continue to roll the campaign out across the country."

Love your Lungs is currently being replicated in two other primary care trust areas, and the BLF team are sharing their learnings, data-strategy and targeted approach with healthcare organisations across the country.”

Experian’s public sector health team was also highly commended in the Best use of Data in the Healthcare Category. Experian has been working with Great Yarmouth PCT to improve the health and well being of vulnerable sections of the local population. This involved using customer insight, analysis and data to determine the best route for a Mobile Food Store aimed at providing good quality fresh fruit and vegetables to people at greatest risk of heart attacks, strokes or diabetes.

This is not the first time Experian’s public sector health team has won the prestigious Grand Prix Data Strategy Award. In 2007, it won the Grand Prix Award with its work with Tower Hamlets PCT in a campaign that successfully reduced the inappropriate attendance at A&E by over 6 per cent.

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EXPERIAN IN THE PUBLIC SECTOR

Experian has been working with the public sector for over 20 years where it has specialised in delivering real cost benefits and efficiencies across a broad range of public services.

Experian is a recognised and established provider of citizen insight, revenue protection and fraud prevention services to more than 500 public sector organisations in central and local government. Its client list includes major government departments, over 70 per cent of UK local authorities, Regional Development Agencies, Strategic Health Authorities, Primary Care Trusts, Acute Trusts, Police Forces and Fire & Rescue Services.

Experian helps the UK Public Sector meet its transformational objectives for improving outcomes, cutting unnecessary costs and reducing inequalities for the citizen and community.