

Sample Entry for Best Customer Insight Award

ALTHOUGH THE EXAMPLE BELOW IS ANONYMISED, REFERRING ONLY TO "DISORDER X / BRAND Y", YOUR ENTRY SHOULD SPECIFY THE ACTUAL PRODUCT/MARKET IN QUESTION. PLEASE BE ASSURED THAT YOUR SUBMISSION WILL BE TREATED AS STRICTLY CONFIDENTIAL. THE ONLY PART OF YOUR ENTRY THAT MAY BE REPRODUCED IN ANY WAY IS THE EXECUTIVE SUMMARY, WHICH IS THE ONE PART OF YOUR SUBMISSION THAT YOU MAY WISH TO ENSURE IS NOT PRODUCT/MARKET SPECIFIC"

Executive Summary

Lilly were planning to launch a new product for disorder X and thus needed further understanding around the different types of key players involved in the management of the disorder.

The objective of the research was to enable Lilly to segment the market and target key players in order to maximise uptake of product. This was achieved through a key player segmentation study and a patient diary study.

Research showed that a key player was highly influential in the treatment decision and thus sales force strategy was amended to ensure appropriate focus. With this insight Lilly maximised this opportunity and was able to tailor communications to two distinct segments.

Background – Situation Analysis

Disorder X is under diagnosed in the UK (Ref: NICE; Lilly survey). In the UK market, there is a significant delay between recognition of symptoms and actual diagnosis (ref: NICE; patient pathway research shows the mean time to diagnosis is 3.4 years). A shortage of specialists willing to manage the disorder limits patient throughput and capacity.

Preliminary Market Research indicated many different types of influential key players involved in the management of the disorder - within and outside of the traditional field of Psychiatry. To reach all of the potential key players Lilly would have required a significant sales force (at least 300 representatives) and thus we needed to prioritise who we called on.

Research Objectives

- Determine which customers Lilly should focus on pre- and post-launch
- Determine the optimal communication strategy to meet the needs of each customer segment to ensure a successful launch
- Determine customer unmet needs to maximise 1st line usage of Brand Y at launch
- Determine where Lilly should invest their promotional effort : Hospital only versus Hospital & Primary Care
- Determine the patient Opportunity and total capacity by customer type
- Determine perception of Brand Y attributes amongst customers versus competitors

Approach

(1.) Key Player Segmentation

Qualitative Phase: Group discussions and depth interviews (creative; exploratory) conducted with HCPs involved in the management of disorder X: Specialists, PCPs, Educational Psychologists, Community Psychiatric Nurses, Hospital Nurses and Psychotherapists.

Quantitative Phase: 200 Specialists, 200 PCPs

(2.) Prospective Patient Diary & Brand Map

Qualitative Phase: 60 Depth Interviews covering Key Players involved in the disorder X market

Quantitative Phase: 60 Specialists

Fulfilment of research objectives

- Clear understanding of how key customers are segmented in terms of attitudes, beliefs, needs and patient potential.
- 2 segments (comprising mainly specialists) identified as key targets pre- and post-launch based on high potential
- Decision not to target PCPs at launch made based on low proportion of PCPs (x% of all PCPS) in the 2 target segments – informed sales force sizing decisions
- Typing tool developed and subsequently used to identify 300 customers into segments. Representative specific training to aid recognition of attitudes and beliefs of Innovators (segment 1) Versus Cautious dabblers (segment 2). Typing tool also shared with sales force to enable them to identify which segment each customer falls into.
- In depth knowledge of each key player segment enabled team to develop communication strategy tailored to each segment needs for both pre-launch and launch sales aids
- Qualitative Phase identified the range of attributes that drive prescribing
- Identified the barriers to patients receiving drug treatment
- Identified key barriers to initiating Brand Y at launch

Recommendations made

- Lilly to focus on specific segment of the market at launch due to higher potential and easier reach.

- Research indicated a specific key player to be very influential in treatment decision. This research resulted in sales force strategy being amended to ensure appropriate focus on this customer group.

Successful outcomes / Impact on UK business

- Without the insight Lilly could have used resources inappropriately and invested in a PCP sales force.
- Without the insight Lilly would not have prioritised the sales force activities to focus on a specific segment.
- Without the insight Lilly would have missed identifying a key group of influential prescribers.
- Without the research findings Lilly would not have access to data to prepare a journal article raising awareness of the lack and equity of services available for disorder X.
- Without the research Lilly would not have tailored their communications to the needs of each of the 2 different segments