



# Best Customer Insight

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"Survey Healthcare Global is the proud sponsor of the 2023 BOBI award for 'Best Customer Insight.' At SHG, we are committed to forming strong partnerships with our clients to ensure they always have the right data to distill the core customer insights. We are honoured to support an award that recognizes great achievements in customer insights that deliver significant impact in the business direction of their valued end-clients."

3-year sponsor

Awarded for a research or analytical project that has increased understanding of target customers and had a positive impact on strategic decision making

## Highly Commended Entries:

### In the Middle of it All is a Patient



**Kelly West**  
Boehringer Ingelheim



**Kelly Warth**  
Instar



**Melinda Simon**  
Instar



**Anna Kavalay**  
Boehringer Ingelheim

**Supporting team:**  
**Nicola Nienaber**, Instar  
**Jean-Olivier Marty**, Instar  
**Munish Das**, BioEvolution, LLC.

#### Executive Summary:

BI is marketing a product in multiple, highly comorbid, indications. BI are now taking a holistic view at customers & patients to understand how to create differentiation and effective messaging. Instar designed a sophisticated quantitative program, centred on patient charts. Future scenarios were introduced for a forward-looking understanding of how to drive performance. The program was highly collaborative, with thorough kick-off and delivery workshops to maximise insight generation and relevance. This holistic program has led BI to understand its customers and patients better. BI can now adapt its messaging & content whilst enhancing the skills of its customer facing teams.

### Finding the Missing Piece: Using Behavioural Science to Uncover Hidden Drivers to Prescribing



**Sarah Smith**  
Cerner Enviza



**Aurora Albert**  
Cerner Enviza



**Amel Longeaud**  
Pierre Fabre

**Supporting team:**  
**Alex Brown**, Cerner Enviza

#### Executive Summary:

3 years after product launch, our client was looking to optimise their market share, which was lagging behind despite a strong efficacy and safety profile, and physicians' positive attitudes towards it. This didn't make sense. Using our Behavioural Change framework, we set out to discover the full range of factors hindering brand performance. Our structured and holistic approach allowed us to identify hidden fuels and frictions influencing prescribing. Our research inspired a new strategic direction for brand communications and provided tactical guidance for implementation, changing the way our client, their local teams and their sales force think about approaching customers.

### Rebooting a Brand Campaign in Oncology Through the Nuanced Understanding of a Target Customer Persona



**John Grime**  
Strategic North



**Lara Lucchese**  
Bristol Myers Squibb



**Emma Brooks**  
Strategic North



**Rebecca Bennett**  
Strategic North



**Ishaan Chaudhury**  
Strategic North



**Jess Menzies**  
Strategic North

**Supporting team:**  
**Mel Samson**, Strategic North  
**Mark Compton**, Bristol Myers Squibb

#### Executive Summary:

In 2020, Strategic North, in partnership with BMS UK, developed a suite of actionable HCP personas in an Oncology indication. By 2022, internal feedback indicated that customer beliefs and behaviours had evolved in the largest persona. Strategic North were re-commissioned to develop a new, more nuanced view of a single persona. The findings gave BMS a broadened understanding of these customers and enabled them to optimise the omnichannel customer journey.

### Advancing Technologies – Understanding the Opportunities for Connected Medicines Management in the NHS



**Steve Lowery**  
Red Leaf Research



**Philippa Hammerton**  
Red Leaf Research



**Liz Vickery**  
Red Leaf Research



**Nick Rodger**  
BD

#### Executive Summary:

With technology set to further revolutionise many aspects of patient care, BD and Red Leaf set out to explore the opportunities for connected medicines management systems in the NHS and specifically how to communicate highly complex technological concepts to a range of potential stakeholders, particularly within high risk areas such as ICU. In addition, the decision needed to be made as to whether to extend focus of a particular system, CATO, beyond the aseptic units in which it is currently used. The insights have transformed where BD focus effort as well as how they communicate about their systems.