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## Finalists:

### Dragons Den & Market Research Collide: Innovating Solutions for Patient Support Programme Enrolment



**Lauren Halliwell**  
UCB



**Ben Lorkin**  
Day One Strategy

**Supporting team:**

**Ania Stankiewicz**, Day One Strategy  
**Mike Arnold**, UCB

**Executive Summary:**

Pharma invests heavily in Patient Support Programmes (PSP's) yet only 3% of patients use them. Aware of this, UCB wanted to conduct an innovative piece of research to develop best-in-class tactics to encourage enrolment onto their PSP.

The game changer was our 'Dragons Den' workshop. Bringing in experts from behavioural science, PSP design and digital strategy, we developed a range of innovative enrolment solutions which were then tested with customers with solutions prioritised using the EAST behavioural model.

The end result was the development of a clear set of tactics proven in other industries and validated by patients and HCPs.

### Validate, Size, and Prioritize: Infusing Survey-based Research with a Behavioural Framework to Guide Effective Decision Making



**Rich Hutchings**  
Bayer



**Lindsay Germain**  
Bayer



**Shobhna Ladva**  
Bayer



**Laurence Olding**  
Bryter



**Emelia Smith**  
Bryter



**Rebecca Preston**  
Bryter

**Executive Summary:**

In shaping the marketing strategy for their newest IUS contraceptive, Bayer sought clear direction on where to prioritize its efforts for the year ahead.

While research now frequently embraces the COM-B behavioural science approach as a qualitative framework for analysing drivers and barriers to prescription, it requires a multi-stage approach to fully validate and measure.

With timescales and budget at a premium, Bayer and Bryter developed an innovative quant-only adaptation of COM-B; co-creating COM-B hypotheses based on existing insights and integrating into the survey. The outputs clearly quantified these behavioural barriers, generating clear actions and priorities for changing prescriber behaviours.