



Best Customer Insight

best of business intelligence

Awarded for an insight or group of insights that had a significant impact on brand strategy. Entries are open to projects in any area of business intelligence.

Focus of this award:

- Research/analytical approach that facilitated the generation of the insight/s
- Recommendations developed and implemented as a result of the new insight/s
- Clear evidence of tangible positive impact on the UK client business, patients and/or the NHS

Finalists:

Improving access to peer support and information for people living with HIV



Chris Jackson
C Space Health



Kristina Ogneva
C Space Health

Paul McAleese
ViiV Healthcare

Christina Nesheva
ViiV Healthcare

Thom Van Every
ViiV Healthcare

Executive Summary

ViiV Healthcare has partnered with C Space Health to address the highest unmet needs of people living with HIV (referred to as PLWH): access to peer support and to credible and convenient online information resources.

Through exploratory research on the C Space ViiV online community, we discovered that while PLWH are always looking for ways to improve their quality of life online, they do not always know where to turn for information they can trust.

Furthermore, HIV is a condition made more difficult to live with because of prevailing stigma and misinformation, so it was important for ViiV to create a suite of services that would make PLWH feel supported by their community and trusted charities, rather than singled out or 'other'.

We did this by iteratively testing our hypotheses about what a valuable digital benefits platform would look like throughout the development of the idea. Now in the implementation phase, the platform is met with enthusiasm from patients, ViiV and business partners alike.

'Changing the frame to optimise communication': How research insights identified how to ensure the more compelling delivery of life-saving outcome data



Rachel Donnellan
Roche Products Ltd



Jon Freeman
Synergy Healthcare Research Ltd.

Executive Summary

Despite powerful outcome data for an innovative treatment for a life-limiting condition, many patients were not being referred or treated – resulting in poorer quality of life and earlier death for those patients eligible for treatment.

By analysing the language used by doctors who were most convinced of the benefits of treatment, research identified a number of opportunities to more effectively communicate key messages – in particular to **frame outcome benefits as improved survival rather than reduced mortality** – since reference to mortality in this particular condition reinforced the inevitability of death – but referring to 'improved survival' for patients was far more compelling.

Applying the posttraumatic growth framework for patient support programmes



Vivek Banerji
Insight Dojo



Genevieve Hall
Insight Dojo



Takashi Takenoshita
Shionogi Europe



Susan Wood
Shionogi Europe

Executive Summary

The idea of Post Traumatic Growth has been a relatively recent idea in the field of positive psychology. It describes the phenomenon that people who have gone through an adversity or trauma, at a later point, do not just recover from it, but lead a more fulfilling and happier life than before the adversity.

It is well documented that the onset of a health condition, especially those involving a lot of pain, may be experienced as a real adversity with significant associated trauma.

We applied the framework of posttraumatic growth to gain deeper insight into the growth process, and to identified five themes to develop better patient support programmes for chronic pain patients.

"medeConnect is delighted to sponsor the award for 'Best Customer Insight'. As an industry our role is to provide this insight to our clients. We are therefore proud to help recognise work across the UK that delivers above and beyond the everyday, powering insight-driven decision making, whether tactical or strategic."

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