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Winning Entry:

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



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Entrants' short 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.

What the Judges said:

"The appeal of this submission was the use of a modest traditional technique that was **optimised with a neat combination of language and behavioural economic analysis**. All the elements sat comfortably together and seamlessly fed into a field-based pilot that further refined the outputs in a real-world setting. What made the entry stand out though, was the **practical, tangible, and concise insights** that provided clear direction to encourage the referral and treatment of suitable patients, with **coherent and compelling communication**."

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