



# The 'Optimising Engagement' Award

**Awarded to the project that has most effectively brought business intelligence to life and engaged key stakeholders to action**

**Focus of this award:**

- Clear evidence of how the research methodology/analytical tools used generated more engagement in the findings than would have typically been expected
- How findings were brought to life – potentially involving group working or multimedia approaches
- How research/analysis led to actions within the UK organisation that went beyond those initially planned, or supported the brand team or sales management in driving change with external stakeholders
- Potentially also how the findings were made to live on in the organisation and guide future thinking

## Finalists:

### Innovating Customer Engagement: Customer Journey Mapping



**James Macleod**  
Kantar Health



**Rachel Dixon**  
Kantar Health



**Chris Donaldson**  
Kantar Health



**Richard Goosey**  
Kantar Health



**Hicham Naim**  
Takeda

**Executive Summary:**

With the evolution and growth of ever more sophisticated digital communications, customer behaviours are fragmenting, and physicians are splitting their time across multiple channels, multiple devices and making decisions based on multiple touch points.

In conjunction with Takeda, Kantar Health conducted a research programme to identify customer personas and to map journeys in order to ensure more effective engagement with physicians in a world of limited doctor access.

The outputs from this defined a paradigm shift in the way the business thought about how to communicate with physicians allowing optimal use of resources available.

### Delivering a payer-centric launch



**Sharon Driver**  
Visions4Health



**Steven Ferguson**  
Merck Serono Limited



**Lisa Hansen**  
Merck Serono Limited



**Kate Marlar**  
Merck Serono Limited (contractor – KDM Worldwide)



**Sarah Green**  
Visions4Health



**Lisa Jamieson**  
Visions4Health

**Executive Summary:**

With a new product launch on the horizon, Merck and Visions4Health took a payer-centric approach to market access capabilities and customer activities to facilitate an optimal launch. This encompassed 4 core elements: payer insight research, training needs analysis, payer-engagement capability training and the creation of payer-focussed materials.

The product achieved funding from NHS England to support its use and Merck are on track to achieve formulary listing in 90% of target accounts within 6 months of launch. The campaign has achieved recognition from Global Merck as the 'most creative' market access campaign to date and public endorsement by NHS England.

### Making a Big Noise with the Voice of the Customer



**Joanna Thompson**  
Adelphi Research UK



**Rachel Medcalf**  
Adelphi Research UK



**Francesca Trewartha**  
Adelphi Research UK



**Giada Soprani**  
Roche Products Ltd



**Karl Wilson**  
Roche Products Ltd



**Helen Joyce**  
Roche Products Ltd

**Executive Summary:**

This entry details how Roche worked with Adelphi Research UK to maximize engagement in a strategically critical research programme entitled 'Voice of the Customer'. It explains how the overall need for a tool to measure customer perceptions of Roche across channels and therapy areas was initially identified and how the research programme was implemented using a range of approaches to optimise internal stakeholder engagement. It further explains how the results were embedded in the Roche business strategy and have become a core part of the overall objectives for future customer engagement.

**"Wilmington Healthcare is proud to sponsor the award for 'Optimising Engagement' at this year's BOBI Awards. This award embodies our core ethos of bringing data and market intelligence to life and providing effective and actionable insights for key stakeholders to transform outcomes for both patients and their organisation."**

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