BOBI awards
best of business intelligence

Best Customer Insight

Awarded for an insight or group of insights, delivered as a result of a research or analytical project, that has significantly increased a client's understanding of one or more of their target customer groups to inform/positively impact strategic decision-making. 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:

Project Keystone – How insights about decision making in lung cancer helped fundamentally change how novel tumour markers are being marketed

Patrick Bühler
Roche Diagnostics
International Ltd –
Centralised & Point
of Care Solutions

Niclas Holme
Brains and Cheek

Catriona Gibb
Brains and Cheek

Jen Hatt
Brains and Cheek

Executive Summary:
Despite proven clinical utility and marketing tumour marker use in lung cancer was below its potential and Roche Diagnostics wanted to understand why.

Working with Brains and Cheek, the team designed a 'mock-MDT (multidisciplinary team) meeting' approach using modular patient case studies to understand decision-making by observing clinician and lab-manager interactions. This showed that clinicians play a more critical role in deciding tumour marker use than lab-managers

Following the research, the messaging and communication strategy was changed to target different stakeholders with tailored, specific messages. Reps now use a touch-pad which allows them to access either clinician or lab message sets.

Changing the face of mental health through powerful consumer led insight

Naomi Plummer
C Space Health

Fiona Lacey
C Space Health

Kirsty Arbuckle
C Space Health

Nora Law
Nuffield Health

Charlotte Klahn
Nuffield Health

Executive Summary:
C Space had a clear challenge from Nuffield Health: *how can we help change the face of Mental Health (MH) by 2025?*

We knew this highly emotive topic required a sensitive methodology, but little did we know it would become a validation point for our findings: 'educating people to identify and diagnose their problem was key to proactively seeking support'. To our surprise, members got in touch post project to say the research had helped them identify their need for help and have since sought support.

The project concluded by crafting a journey and personas to understand the barriers and opportunities to support people.

Profiling HCV Customers for Better Outcomes

Steve Lowery,
Red Leaf

Philippa Hammerton
Red Leaf

Sally Rajah
AbbVie Ltd

Executive Summary:
In a complex and dynamic Hepatitis C market, driven by cost, but liable to policy change at short notice, AbbVie needed to understand their customer base better than ever. With a new product launch on the horizon it was vital to ensure the company's existing competitive advantage would not be erased with a change in prescribing policy. Red Leaf embarked upon a comprehensive customer understanding project, identifying 5 key segments of prescribers. Tailoring AbbVie's new campaign to the needs, motivations and preferences of these different segments produced outstanding results in terms of feedback from customers and sales teams alike.

"Kantar Millward Brown is proud to sponsor the 'Best Customer Insight' BOBI Award. Every day we empower our customers to make crucial strategic and tactical business decisions based on valuable data and insights. Being able to recognise companies that have used these insights to make meaningful differences to their key stakeholders is both exciting and rewarding for us as partners in the Healthcare Industry."

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