



Best Customer Insight

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Winning Entry:

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

Entrants' Short 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.

What the Judges said:

"This submission scored highly on all parameters; it stood out due to the **clear impact** the research had on significantly rerouting both customer targeting and marketing messages. This impact was clearly a result of a **very comprehensive methodology**, which **encompassed a wide range of stakeholders** and fully explored the interactions between them and their particular needs."