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Winning Entry:

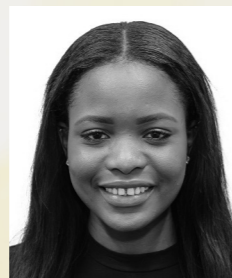
THINKING, FAST & SLOW: Using Behavioural Economics to Quantify Biosimilar Attitudes



Kelly Warth
Instar Research



Anna Nicholls
Instar Research



Claudelia Campbell
Instar Research*



Sorcha Cassidy
Janssen*



Michelle Lane
Janssen*

Supporting Team:
Hedwig Broke-Smith
Janssen

Winners' Statement

"Using the concept of time to understand the physician mind-set is a truly impactful innovation. Insights generated by the Instar team will allow Janssen to optimise their biosimilar communications strategy and ensure clinical freedom is retained by all UK physicians."

Entrants' Short Summary

Following NHS releasing guidance on 'best-value' biologic prescribing, Janssen wanted a deeper understanding of attitudes and behaviours toward biosimilars. A more creative approach was needed to quantify the impact on clinical freedom, comparing across physician types. At the heart of this study was a proprietary behavioural economic technique which captures agreement with attitudinal statements, alongside time (speed of selection). The new dimension of time allowed Janssen to gauge the strength of each attitude, how this would impact clinical freedom and ultimately biosimilar uptake. Janssen now understand which communications are needed to help support physicians in navigating their new biosimilar market.

* Claudelia now at Cello Health Insight, Sorcha now at Decision Resources Group (DRG), Michelle now at Sanofi