Best Customer Insight

Awarded for a research or analytical project that has increased understanding of target customers to inform/positively impact strategic decision-making

Highly Commended Entries:

A Covid Conundrum!

Kelly Warth
Instar Research

Hedwig Broke-Smith
Janssen

Ruxandra Dihiou
Instar Research

Health Care Workers' Confidence and Preferences for Diagnostic Assays for SARS-CoV-2: A Global Study

Hannah Brown
M3 Global Research

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Understanding the Lives and Needs of Those Using Human Growth Hormone Therapy

Seb Martin
Bryter

Emelia Smith
Bryter

Thoko Mdebwe
Bryter

Lisa Axon
Novo Nordisk

Executive Summary:
Since COVID-19, Specialists have reduced IV prescribing in favour of oral. One of Janssen's main competitors experienced significant growth in NHS sales, whilst Janssen's brand experienced an unexpected downturn in private market sales. Janssen hypothesised this to be increased referrals from private practice to the NHS resulting from competitor reimbursement. This was tested among physicians spending time in both practices, comparing behaviours over time. Results showed referrals to the NHS were actually in decline with competitor uptake explained via IV switching within the NHS. A decline in GP referrals and health tourism were the main contributors to declining Janssen sales.

Executive Summary:
This research study, the first to consider the perspective of end users on the characteristics and use of SARS-CoV-2 diagnostic tests, engaged 20,996 health care professionals (HCPs), in 29 countries, and 2,906 members of the general public, to understand their preferences in terms of test delivery, and their perceptions around usage of diagnostic tests. The findings have been accepted for publication in the peer reviewed journal 'Frontiers in Public Health'.

The results of this research enabled a new phase of test development, resulting in the most sensitive (98%) global antibody home sampled test available.

Executive Summary:
A manufacturer of human growth hormone therapy (HGH) wanted to better understand the lives of children and parents, their experiences with HGH, and their key needs at different stages of their journey that affect treatment choices.

The agency conducted a multi-stage programme of research comprised of digital ethnography and filmed in home visits with parents and caregivers. This was followed by two quantitative studies; one with parents & caregivers and another with endocrine nurses. The research uncovered new insights about key needs and what influences decision making for HGH treatment and devices.