



Best Customer Insight

“GlobaLexicon is proud to sponsor this year’s Award for ‘Best Customer Insight’. As the leading translation and language services provider to the market research industry, with an international team of 105+ working across qualitative and quantitative healthcare projects in global markets, we are dedicated to partnering closely with our clients to ensure they always have the right data to extract the core customer insights in any market. We are delighted to support an award that recognizes great achievements in customer insight generation and which furthers the industry’s strategic focus.”

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Winning Entry:

A Covid Conundrum!



Kelly Warth
Instar Research



Hedwig Broke-Smith
Janssen



Ruxandra Dihiou
Instar Research

Winners’ Statement

“By undertaking a direct comparison of private practice behaviours to the NHS, Janssen were uniquely positioned to identify key factors contributing to a downturn in private market sales and develop new strategies to stimulate future growth within the private practice.”

Entrants’ Short 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.