

Best Customer Insight



“Survey Healthcare Global is a proud sponsor of the 2022 BOBI award for ‘Best Customer Insight’. At SHG, we are committed to forming strong partnerships with our clients to ensure they always have the right data to distill the core customer insights. We are honoured to support an award that recognizes great achievements in customer insights which deliver significant impact in the business direction of their valued end-clients.”


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

Highly Commended Entries:


TRACK, PIVOT, RINSE, REPEAT...




Sarah Morley
Janssen



Kelly Warth
Instar Research



Anna Nicholls
Instar Research




Annick van Zyl
Instar Research

Executive Summary:


Despite Covid-19 prompting favourable changes to prescribing guidelines, Janssen observed several unexpected trends in sales performance and buying patterns for two key brands.

Urgent insight was required, with an initial study exploring workload and prescribing, identifying fewer referrals and longer script duration as the underlying cause. A follow-up design monitored patient backlog and competitive threats, with initial optimism around workload recovery declining over time, whilst staffing shortfalls increased. An updated design is now future focused. Here we see preference toward orals more permanent than first thought, with the importance of GP and Nurse led support services growing.

Injecting Insights (Keeping a Fresh Perspective on Core Customer Base in Facial Aesthetics)



Jenny Fletcher
Ipsos



Allison Kelleher
Ipsos

Stephen Baker
Allergan Aesthetics,
an AbbVie Company

Supporting team:
Lucy Setterfield, Ipsos


Executive Summary:

Ipsos and Allergan Aesthetics (AbbVie) collaborated on a long-term agile community ‘QUBE’ with medical practitioners to deliver weekly bitesize insights and put core customers at the heart of stakeholders’ decision making.


‘QUBE’ is central to Allergan’s Facial Aesthetics’ team strategic planning and is their go-to place for a temperature check on new entrants, shifting trends, treatment approaches etc.

Ipsos’ agile approach that balances the need for speed, quality and engagement has been so successful that the project has been extended to another category and further communities have been launched in 2022.


Delivering Behaviour Change in the Dental Adhesive Market




Sarah Smith
Cerner Enviza



Julie Flomenhoft
Cerner Enviza



Emma O’Connell
GSK Consumer Healthcare



Jessica Glover
GSK Consumer Healthcare

Executive Summary:

Our client had a business objective to increase dentists’ recommendation of dental adhesives. Dentist recommendation is a powerful driver for patients to enter the category.

Behavioural research was designed to understand Dental Healthcare Professionals’ behaviour as recommenders. We needed to determine the most motivating messages and how these should be implemented to drive effective dentist recommendation.

Using a Behaviour Change Framework, we were able to show that some of the fundamental assumptions about attitudes to dental adhesives needed to be re-framed in order to create impact and maximise results.



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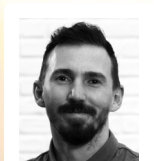
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Highly Commended Entries:

Conflict to Drive Insight



Gregg Quay
Elma Research

Executive Summary:

Designed to facilitate sharper insights and uncover key customer narratives when reviewing technical product information.

Two HCPs from different experience backgrounds but similar standing asked to interrogate TPP information to better understand critical triggers and key barriers. Each HCP invited to convince other HCP on the merits of material presented, whilst the other HCP encouraged to present pivotal counter-arguments, and vice versa.

Situation facilitates dynamic expert-led discussion, not reduced to level of moderator understanding, uncovering principle peer reviewed opportunities to optimise material.

A Sprinkling of Pine Nuts: A Behavioural Science Project on Brand Differentiation



Claire Jabbour
AbbVie Ltd.



Paul Tinworth
HRW



Hannah McGill
HRW



Emma Neville
HRW



Nina Zeiske
HRW

Supporting team:
Katy Irving, HRW

Executive Summary:

Against the backdrop of an increasingly crowded market, AbbVie needed to understand the underlying motivations and key drivers of treatment selection.

Harnessing the power of behavioural science, this research used a behaviour change model as a framework and demonstrated that trying to differentiate on message alone was unlikely to be sufficient, as the barriers to prescribing were more psychological in nature.

Findings led to sales material updates to address behavioural barriers and to sales team training on this new approach.

The team really bought into this new way of differentiating their product utilising psychological insights alongside more traditional product messaging.

Why People Say No to a Life Saving Intervention: How Research Identified Insights into Key Mindsets that Create Barriers to Vaccination



Vincent Petit
Sanofi



Paul McIntosh
Sanofi



Alice Ling
Sanofi



Frederick Birks
Sanofi



Babis Valmas
Sanofi



Habeeda Rashid
Sanofi



Jon Freeman
Synergy Healthcare Research



Larissa Dempsey
Synergy Healthcare Research



Jenna Griffiths
Synergy Healthcare Research



Patrick Dalton
Synergy Healthcare Research



Amy Page
Synergy Healthcare Research

Executive Summary:

Influenza leads to 800,000 GP visits, hospital costs of £100 million/year and 28,000 UK deaths in 2014/15, with warnings of 60,000 deaths in the coming year.

Despite this, uptake of vaccination is limited: 28% of over 65's and over half of high risk groups under 65 remained unvaccinated.

Research was therefore vital to identify how to overcome barriers to vaccination.

Research identified powerful insights into four segments with different attitudes to vaccination, empowering Sanofi to develop a highly impactful disease awareness campaign to support vaccination uptake with vastly improved website interactions and over 5 million digital engagements.