



Best Customer Insight

"GloboLexicon 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 and with an international team of 90+ 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 that make a positive difference to our clients both in the UK and globally."

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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:

Leveraging Behavioural Science to Unlock Behaviour Change in Patient Care



Su Sandhu
SkyBlue
Healthcare
Associates Ltd.



Kerrie Annan
AbbVie Ltd.



**Crawford
Hollingworth**
The Behavioural
Architects



Gill O'Hanlon
The Behavioural
Architects

Supporting team:

- Ben Jones,** The Behavioural Architects
- Connie Wroe,** The Behavioural Architects
- Jane Dwyer,** The Behavioural Architects

Executive Summary:

This project was commissioned to identify how to disrupt status quo prescribing behaviour and encourage prescribers to use the most effective treatments earlier in the treatment pathway, providing optimal long-term patient outcomes.

Behavioural science knowledge was leveraged at every stage of the project and used as an analysis framework to identify the deeper subconscious motivations that fuel the patient/physician relationship and underpins physician decision-making.

Taking this approach allowed us to identify actions with tangible behavioural impact across the entire launch strategy.

Understanding Women's Health and the Role of Digital Channels



Seb Martin
Bryter



Isabel Wood
Bryter

Executive Summary:

A manufacturer of consumer health products wanted to better understand the lives of young women, their health routines, and the role digital channels play in shaping and influencing behaviours and purchases. A deeper understanding of which would help shape future products and communications, and enable them to remain relevant to the next generation of young women.

Bryter conducted qualitative research comprised of digital ethnography, in home visits and HCP interviews. This was followed by an ideation workshop to generate new thinking and inform the communications strategy for next two years.

Unlocking Durable Survival for More Patients with Metastatic Melanoma



Ben Rigby
Strategic North



Lara Lucchese
Bristol-Myers Squibb

Supporting team:

- Emily Bauer,** Bristol-Myers Squibb
- Adrian Jones,** Bristol-Myers Squibb
- Chris Lewis-DeBoos,** Strategic North
- Amy Walker,** Strategic North
- Samuel Pigott,** Strategic North

Executive Summary:

In 2019, BMS had the opportunity to support the melanoma community in bringing durable survival to more patients than ever before.

Landmark data from the Checkmate-067 trial had shown unprecedented results for patients with metastatic melanoma, with more than 50% of patients treated with combined nivolumab and ipilimumab surviving at five years.

At this ground-breaking moment, it was critical to ensure that customers understood the benefits of the combination in order to fully realise its value in clinical practice.

What to do When the Customers have got it Wrong!



Steve Lowery
Red Leaf



**Philippa
Hammerton**
Red Leaf



Liz Vickery
Red Leaf



Paul Ward
Sanofi

Supporting team:

- John Aitchison,** First Line Research

Executive Summary:

To support launch, Sanofi needed to understand the extent to which Dupixent's impact on type 2 inflammation in severe asthma could be leveraged in the UK.

Red Leaf and First Line embarked on research to explore the understanding of type 2 asthma amongst customers. Interviews revealed that physicians' understanding did not match Sanofi's interpretation of the concept! Behavioural science showed how difficult it would be to change these entrenched perceptions!

The research led to a fundamental shift in launch strategy in the UK and globally, directly fed into the NICE submission, and has shaped the development of the sales materials.



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Highly Commended Entries:

A Wide Ranging and Iterative Research Programme to Support the Addition of Varicella Zoster Vaccine onto the UK National Immunisation Schedule



Ben Greener
MSD



Emma Prosser
MSD



Rachael Czujko
MSD



Isabel Wood
Bryter



Laurence Olding
Bryter

Executive Summary:

MSD required evidence to press for the inclusion of Varivax (varicella zoster vaccine) onto the childhood immunisation schedule.

Engagement with the JCVI for Varivax's inclusion on the immunisation schedule required robust evidence. Working with MSD, Bryter designed an iterative series of market research activities interviewing wide-ranging audiences and stakeholders impacted by the disease. At each stage, research design guided client strategy by highlighting areas of burden to be iteratively investigated in the next stage.

Bryter's results provided crucial support for JCVI discussions, and prompted MSD to launch a digital education strategy that has driven private sales of the vaccine.

Against All Odds



Philippa Hammerton
Red Leaf



Liz Vickery
Red Leaf



Madleen Hensel
Novartis
Pharmaceuticals UK Ltd.



Avi Leaf
Novartis
Pharmaceuticals UK Ltd.



Gemma Codling
Novartis
Pharmaceuticals UK Ltd.

Supporting team:
Steve Lowery,
Red Leaf

Executive Summary:

With NICE rejecting routine access to erenumab for patients with chronic migraine, it seemed that patient access to this much-needed treatment was essentially shut down in England.

'Against all odds', comprising research with private patients, 'potential' private patients and neurologists working across the private sector, succeeded in providing rich insight into this hitherto neglected part of the business, supporting Novartis to quickly transform activities to the private market, broadening scope of target customers, impacting on forecasts, messaging, patient engagement activities and even enabling the UK market to be regarded as a lead market versus the rest of the world!

Using a Behaviour Change Model to Break Down Barriers to Product Adoption



Sarah Smith
Kantar



James MacLeod
Kantar



Sofia Whitaker
Kantar



Paul Warner
Takeda



Dan Berry
SMARTER at Hill + Knowlton Strategies

Executive Summary:

Pharma Company, Market Researchers and Behaviour Change Strategists worked together to understand drivers and barriers to diagnosis and treatment of adult ADHD. We used qualitative research to explore the psychiatrist perspective. We developed a comprehensive and coherent understanding of all the factors that influence behaviour using the COM-B framework (developed by health psychologists at UCL) to ensure we did not overlook impactful and evidence-based strategies.

Together we:

- Revealed a complex range of interconnecting barriers
- Identified common behavioural biases preventing greater engagement and uptake
- Determined what could be leveraged to create change
- Developed bespoke nudges to tackle problems at their foundation.