

Best Customer Insight

Awarded for a market research or analytical project that has increased understanding of target customers and had a positive impact on strategic decision-making

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"At M3 Global Research, we know that customer insight and high quality data sit at the heart of better healthcare decision-making. By supporting the Best Customer Insight category at the 2026 BOBI Awards, we're delighted to champion industry-leading teams who turn complex data into clarity, elevate customer understanding, and create meaningful, measurable impact."



Finalists:

Beyond Pricing: The 'Lightbulb Moment' for Maximising Access to a Treatment in the Private Market

Stephen Eddington
Astellas

Sam Howells
Astellas

Alice Rothwell
Astellas

Jenna Griffiths
Synergy Healthcare
Research

Patrick Dalton
Synergy Healthcare
Research

Charlotte Sugden Heron
Synergy Healthcare
Research

Supporting members:

Erin Benoit, Astellas
Clare Maddox, Astellas
Katie Mason, Astellas

Luke Skinner, Astellas
Sara Boughton, Astellas
Shiva Ganjian, Astellas

Executive Summary:

The client was planning an important launch in the private self-pay market for a chronic, progressive condition with no current treatment options available. They needed to understand how patients would access this treatment and willingness to pay in the private healthcare setting.

Research was conducted across the UK amongst HCPs and patients to explore the key drivers and barriers to future uptake of the treatment.

The results led to a 'lightbulb moment' for the company in shaping its approach to improving education & awareness of the condition amongst both HCPs and patients and ultimately to make sure the maximum number of patients benefit from the treatment in future.

Making Menopause Matter

Dr Mark Thorpe
Truth Consulting

Dr Matilda Andersson
Truth Consulting

Kate Stratton
Truth Consulting

Tim Button
Truth Consulting

Sarah Sweeten
Bayer UK

Clair Montgomery
Bayer UK

Executive Summary:

CanesMeno®, a new product range developed by global healthcare business Bayer to address the needs of women experiencing menopause, launched in January 2025.

The initiative, including both products and services, was shaped directly by comprehensive research and consultancy. Every stage of development, from new product ideation to development and to in-store execution, was informed by insights gathered through a study that included a range of qualitative and quantitative approaches focusing on the lived experiences of women across the menopause experience. The research uncovered significant gaps in knowledge and access to menopause care, with many women feeling unprepared and frequently misdiagnosed by healthcare professionals. These findings led to the creation of products such as CanesMeno® Multi Support and CanesMeno® Night, designed to alleviate the symptoms women experience.

The research also drove the development of dedicated in-store menopause fixtures and an educational app, aimed at improving visibility and providing accessible, trustworthy resources. These products and innovations are now available in more than 1,800 Boots stores and major retailers like Sainsbury's, Tesco, and Amazon.

Beyond product development, the research has reshaped the way menopause is discussed, helping reduce stigma and improve accessibility. It has had a measurable impact, making menopause care more visible and accessible, improving consumer access to relevant products, and facilitating better-informed conversations in both healthcare and retail settings.

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Finalists:

Where Are Our Patients? Uncovering the Hidden Patient Opportunity for a First in Market Therapy

Tom Sowter
Sanofi UK

Ayesha Girach
Sanofi UK

Charlotte Sugden Heron
Synergy Healthcare
Research

Rachael Stallwood
Synergy Healthcare
Research

Jenna Griffiths
Synergy Healthcare
Research

Executive Summary:

How does a pharmaceutical company confidently establish the size and nature of the patient pool for an emerging indication, to support forecasting and brand planning, ahead of launch of a first-in-market therapy? This market research amongst prescribers revealed an evolving landscape, with unexpected current prescribing behaviours influenced by the lack of current treatment options for one particular patient group.

This research also revealed the size of the potential patient pool for the new product to be 50% higher than initially projected, leading to a major revision in the commercial forecast for the product and the resource allocated to its commercialisation.

Beyond the Final Stitch: Using Customer Insight to Change Surgical Behaviour

Danni Campbell
Madano

Emi Ikemoto
Madano

Curtis Widmer
Madano

Merete Place
Cherry Thinking

Laura Evers
Cherry Thinking

Kelvin Morgan
Madano

Executive Summary:

Despite clear clinical evidence supporting the use of advanced post-operative dressings, many surgeons continue to rely on conventional approaches. The challenge was not a lack of information, but a gap between belief and behaviour. This project set out to understand why that gap exists—and how insight could be used to drive meaningful change in surgical practice.

A multi-layered research programme was designed to uncover the behavioural, emotional and systemic barriers influencing surgeon decision-making.

This included qualitative interviews with surgeons across multiple markets, digital stakeholder mapping engagement with advisory board members and key opinion leaders, internal stakeholder and sales force insight, extensive evidence review, and targeted channel-mapping research.

Together, these inputs revealed a consistent pattern: surgeons are highly time-poor, identity-driven decision-makers who often view incision care as secondary to the procedure itself. Dressing choice was frequently delegated, habitual, and framed around price rather than total system cost or patient outcomes.

These insights fundamentally reshaped strategy. Rather than focusing on product education, the recommendation was to adopt a disruptive, insight-led approach that challenged default behaviours and reframed surgical responsibility beyond the final stitch. Creative development, messaging and channel strategy were all directly informed by this behavioural understanding, ensuring relevance, credibility and stopping power.

The resulting campaign marked a strategic shift in how incision care was positioned—moving from functional choice to professional responsibility. Early indicators show strong engagement and internal alignment, with the programme laying the foundations for sustained behaviour change, improved patient outcomes and more efficient healthcare systems.