Best Customer Insight

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

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3-Year Sponsor

Winning Entry:

Building a Strategy to Elevate GPs from Migraine Misery to Mastery!

Vivienne Farr
Narrative Health

Sian Guthrie
Narrative Health

Shaan Thakerar
AbbVie

Judith Ritchie
AbbVie

Supporting Team:
Ella Heath, Narrative Health

Winners' Statement

"It is great to see this research having such a wide-ranging impact across a business. By understanding the GP decision-making process in the context of the challenging UK environment, the team were able to develop much more tangible and cohesive strategies and tactics cross functionally to help the right patients access the right treatment in a timelier way"

Executive Summary

Our client was launching a migraine product for the first time in primary care. The environment was challenging with growing pressures on the NHS, and patients proven to be sub-optimally managed.

We employed a multifaceted approach – simulated real-world consultations coupled with comprehensive qualitative and quantitative research.

This generated key insights into GPs' real-world environments and behaviours, identifying leverage points that could be used across the Business. Workshops translated these insights into strategies for clinical trials, Marketing, education, and Market Access.

The result was a cohesive, business-wide strategy, ultimately, building a pathway to ensure patients receive treatments in a timelier manner.