

# KANTAR

## Using Behavioural Change Insights to overcome barriers to prescribing



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### THE ISSUE

Our client recently launched an existing treatment into a new therapy area. Uptake was slow and there seemed to be reluctance from some physicians to engage with both the product and the broader therapy area. Research was required to explore why and what could be done.

### THE APPROACH

Kantar undertook primary qualitative research with potential prescribers to identify and understand more about the barriers to uptake and the differences between high and low users of the product.

Hill + Knowlton Strategies conducted a literature review to explore the evidence for different potential solutions informed by behavioural science. Working together we created a powerful interactive workshop to debrief and build on the research findings and align the brand team on practical strategies for behaviour change.

### THE SOLUTION

Research identified a complex range of interconnecting barriers and found that those cited most frequently by respondents (such as lack of product knowledge or dosing clarity) were in reality, likely to be superficial and only scratch the surface of deeper attitudinal relationships with the condition itself.

Working with Hill + Knowlton Strategies we were able to identify common behavioural biases at play in preventing greater engagement and uptake of the brand and determine which biases might be leveraged to create change. Hill + Knowlton Strategies took this further to develop a series of bespoke nudges which could help to tackle the problems at the foundation of the 'tower' of barriers and potentially cause the structure to start to crumble, changing mindsets and ultimately behaviour at a diagnostic, therapeutic and brand level.

### FOR MORE INFORMATION

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### ABOUT KANTAR

Kantar is the world's leading data, insights and consulting company. We understand more about how people think, feel, shop, share, vote and view than anyone else. Combining our expertise in human understanding with advanced technologies, Kantar's 30,000 people help the world's leading organizations succeed and grow.