

# Tips & Tricks for Elevating your Internal Partners' IQ



**Kelsy Saulsbury**  
**Associate Director, Market Research & Pricing Analytics**  
**Johnson & Johnson Vision**

*These are my personal views and do not necessarily represent the views of my company.*

# IQ: Insights Quotient







---

New Hire Onboarding

---

Understanding  
Consumers Framework

---

Insights Training




# Insight-Led Onboarding for New Hires





88% of  
Organizations Do  
Not Onboard Well



Great onboarding can  
improve retention 82% and  
productivity by over 70%



Consumer  
s at the  
Center







10  
A TEAM AGREEMENT WITH TRUST  
EXPLORE  
TAKE LIFE ONE STEP AT A TIME



Business plan

INVOICE

Item	Quantity	Price	Total
Business plan	1	100.00	100.00
Business plan	1	100.00	100.00
Business plan	1	100.00	100.00
Business plan	1	100.00	100.00
Business plan	1	100.00	100.00
Business plan	1	100.00	100.00
Business plan	1	100.00	100.00
Business plan	1	100.00	100.00
Business plan	1	100.00	100.00
Business plan	1	100.00	100.00



BUSINESS  
at jobs for people who  
travel



Information  
It is a process to allow an organization to focus resources on the greatest opportunities to achieve the company's target market and to increase sales and reduce costs in the process.

M T W T

2 3  
9 10  
16 17  
23 24 25  
30 31



# JV Global Onboarding Employee's Checklist

Employee Name: \_\_\_\_\_ Email: \_\_\_\_\_  
WAVID: \_\_\_\_\_ Office Phone: \_\_\_\_\_  
Cube Number: \_\_\_\_\_

## WEEK 1

- JVI badge (JV Security)
- Site tour (workspace, restrooms, breakroom, printers, mailroom, and nearby used conference rooms)
- Campus tour (Cafeteria, Employee Health Clinic, Fitness Center - access)
- Introductory 1:1 with Manager
- Team meet and greet
- Buddy meet and greet
- Department head meet and greet
- Org chart overview
- Laptop set-up & set-up for remote access to I&J systems
- Make sure able to set up Teams meetings via Outlook
- Printer setup (Xerox follow you print)
- I&J Onboarding Curriculum via <http://welcometoin.com> - What your CEO video
- I&J Onboarding Curriculum via <http://welcometoin.com> - Employee Resource Guide.pdf
- I&J Onboarding Curriculum via <http://welcometoin.com> - Module 1: Our Company
- I&J Onboarding Curriculum via <http://welcometoin.com> - Module 2: Our Commitment to Employees
- I&J Onboarding Curriculum via <http://welcometoin.com> - Module 3: Our Commitment to Your Resources
- I&J Onboarding Curriculum via [SUMMIT](#) - Local Global Services New Hire: Introduction to Johnson & Johnson
- I&J Onboarding Curriculum via [SUMMIT](#) - Local Global Services New Hire: Our Creed and Leadership Principles
- I&J Onboarding Curriculum via [SUMMIT](#) - Local Global Services New Hire: Global Services Overview
- [Mynaps link](#) - [Mynaps link](#) - [Mynaps link](#)

- Frequently used links added to Favorites in Chrome / IE
- Additional software downloaded via [I&J App Store](#) and software licenses via our team (Tableau, Think Cell)
- Business partner meetings scheduled

## Week 2

- JV New Hire Curriculum via [SUMMIT](#) - JV 101 Module 1
- Pricing Training Modules via [SUMMIT](#) (connect with Kelsy to create)
- Clinical Fundamentals Curriculum via [SUMMIT](#) - Fundamentals of Eye Anatomy
- Clinical Fundamentals Curriculum via [SUMMIT](#) - Fundamentals of Tear Film
- Clinical Fundamentals Curriculum via [SUMMIT](#) - Fundamentals of Optics
- Clinical Fundamentals Curriculum via [SUMMIT](#) - Fundamentals of Eye Examination
- Clinical Fundamentals Curriculum via [SUMMIT](#) - Fundamentals of UV Protection
- Clinical Fundamentals Curriculum via [SUMMIT](#) - Fundamentals of Myopia and Hyperopia
- Clinical Fundamentals Curriculum via [SUMMIT](#) - Fundamentals of Astigmatism
- Clinical Fundamentals Curriculum via [SUMMIT](#) - Fundamentals of Presbyopia
- Performance & Development Checklist for New Employees [link to pdf](#)
- Workday Training (link in Performance & Development Checklist.pdf)
- Department G&O overview
- 1:1 with Manager for joint development of goals, leadership commitments, and development plans
- Energy for Performance one-day or two-day live course registration via [SUMMIT](#)
- JV Brand overview via [Brandpoint](#)
- JV Brand videos: Connected by sight, Johnson & Johnson Vision Reimagining Eye Health, and JV Sizzle ([link](#) under the Videos tab)
- JV Brand training [link to deck and webinar](#) under the Employee Training tool

## Week 3

- Manufacturing & Distribution Tour
- R&D Pilot Line and Clinic Tour (same as above)
- [CoStar](#) Travel and Expense Reporting overview
- 3V product training: <https://www.youtube.com/watch?v=3V>



### Global NPI Tracker

Owner: [Truong, Mindy \(VUS\)](#) Modified: Apr 28, 2020, 4:03 PM Extract: Apr 29, 2020, 11:37 AM

[Edit Workbook](#)

Views: 2 Data Sources: 1 Extract Refreshes: 0 Subscriptions: 0

Select All

Category	Item	Value	Unit
NPIs	Total	14,000	Count
	Active	2,700	Count
	Inactive	7	Count
	Unknown	1,293	Count
NPIs	Total	1,800	Count
	Active	1,800	Count
	Inactive	0	Count
	Unknown	0	Count
NPIs	Total	1,293	Count
	Active	0	Count
	Inactive	0	Count
	Unknown	1,293	Count

[JJSV NPI Consolidated View](#) [JJSV NPI Detailed View](#)

## Johnson & Johnson VISION Market Research Room

News & Reports Competitive Intelligence Patents Refractive Ophthalmics

### Company News

- U.S. FDA Approves IMBRIVIXA® (brutinib) as First and Only BTKi Treatment for Pediatric Patients
- Janssen Marks First Approval Worldwide for TECVAYI® (teclistamab) with EC Authorisation of P
- Johnson & Johnson Appoints Larry Merlo as Non-Executive Chair Designate of Planned New Corp
- PAN-TB Collaboration to Advance Investigational Tuberculosis Drug Regimens to Phase 2 Clinical
- Johnson & Johnson Consumer Health to Transition Global Baby Powder Portfolio to Cornstarch
- Johnson & Johnson to Participate in the Morgan Stanley 20th Annual Global Healthcare Conferen
- Mathal Mammen, M.D., Ph.D., Leaves Position as Executive Vice President, Pharmaceuticals, R&D
- European Commission Approves IMBRIVIXA® (brutinib) in a Fixed-Duration Combination Regim
- Johnson & Johnson to Participate in the 2022 Wells Fargo Securities Healthcare Conferen

### Eyewire Today



# Cataract Factbook











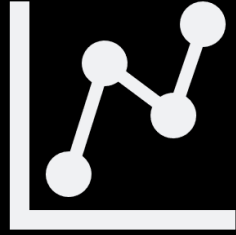




# Introducing the Insights Team...



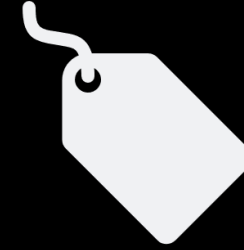
**Business Performance  
Tracking & Analysis**



**Forecasting & Modeling**



**Data Strategy**



**Pricing Analytics**



**Strategic Insights**

- **Introduce People on the Team**
- **Example Projects for each function**





---

Ethnography

---

Patient Journeys

---

Patient Personas

Why did you decide to have LASIK surgery?



Maryann 51  
Myrtle Beach



# Cataracts impact quality of life for all patients



*“[I am] still struggling to do everyday chores.”*

Fear  
Anger  
Frustration  
Sadness



*“I have been angrier today because I see that it is getting harder and harder for me to do things that I could do before without any problems.”*

over lost independence



*“This eye condition affects my mood, making me feeling nervous when I realize that I am no longer able to carry out things like I used to “*





---

Health Care Provider  
Ethnography

---

Purchase Journeys

---

Customer  
Segmentation

# United States Surgeons Journey

Before we start keep in mind...

**Residency: An Early Opportunity**  
Surgeons gain comfort and familiarity with specific brands and technologies that last throughout their career.



6 in 10

They look to the products & brands used during residency.

1 in 2



See the journey's challenge.

3 to 6 months

Customize journey from start to finish.

## Ideation (~1-3 months)

80%

Attend all conferences & meetings

41%

Attended by relatives

1 in 2



Use live presentations

### UNMET NEED

I'm going to need to see compelling incremental gains to leave the comfort of my familiar products.



## Consideration (~2-4 months)

Clinical trials are only half of the equation

84%

We are open to substitutable items

6 in 10



Struggle to discern which has improved

### UNMET NEED

How do I discern clinical data and marketing from "the real world" of the operating room?



47%

Insurance officials bring to patient

1 in 2



Share a specific opinion

54%

Ask for feedback during the trial

### UNMET NEED

I need to know that any unexpected outcomes can be quickly identified and handled.



## Habituation



8 in 10

Use their tools to quickly manufacture



72%

Meet the needs of each type

### UNMET NEED

How do I balance practice innovation with the predictable outcomes I rely on?



4 innovations needed to reach success



Investment & production outcomes lag overall adoption drop

3+ months

Needed to reach adoption success

### UNMET NEED

How do I track/assess outcomes against claims and expectations?



STRATEGIC INSIGHTS + ANALYTICS



---

Market Landscape

---

Brand Equity

---

Comms Development

---

Product Category Insights

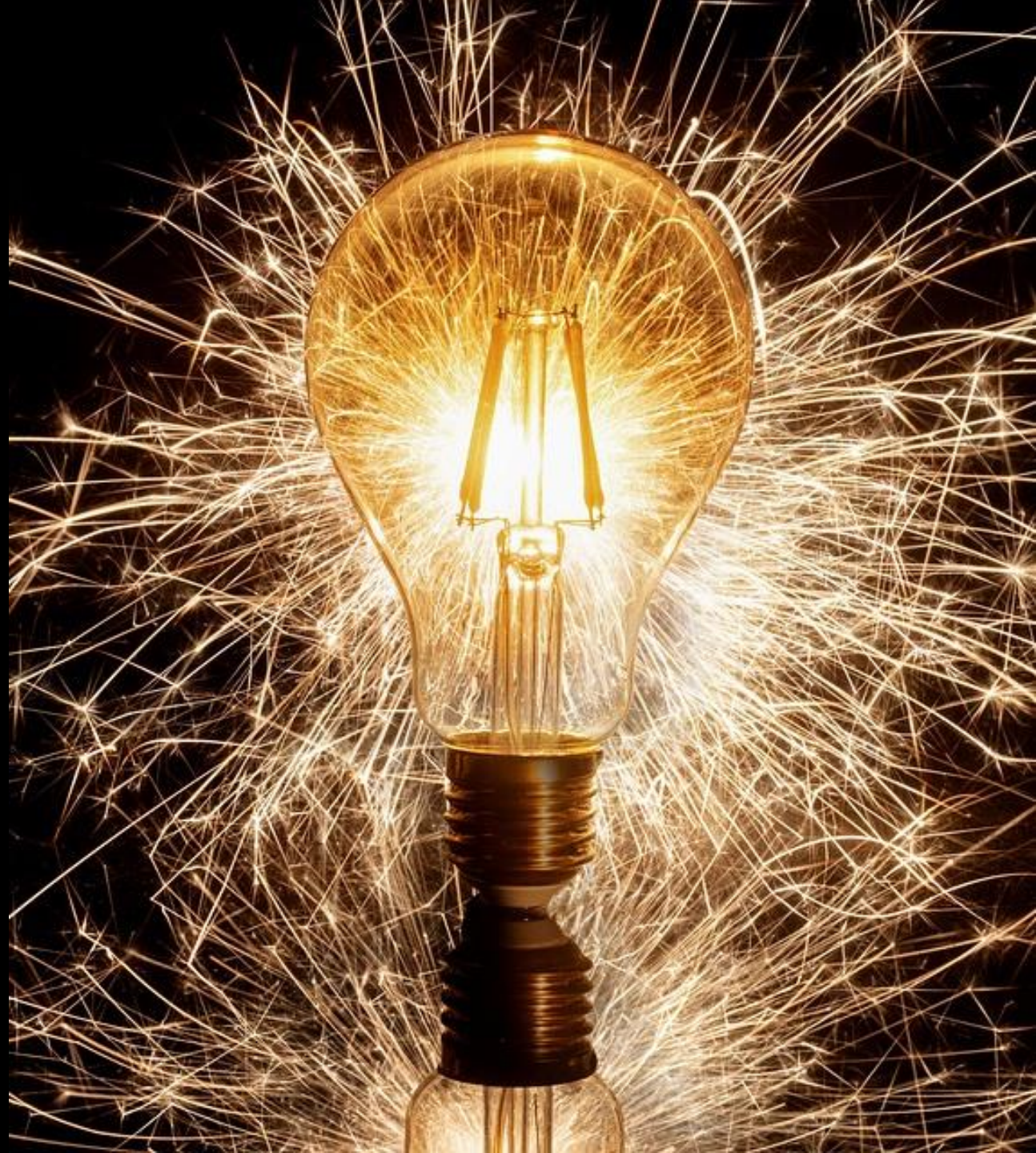
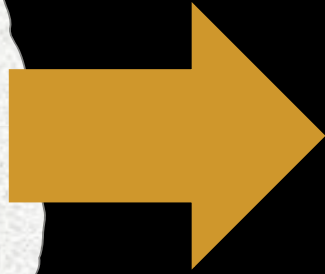








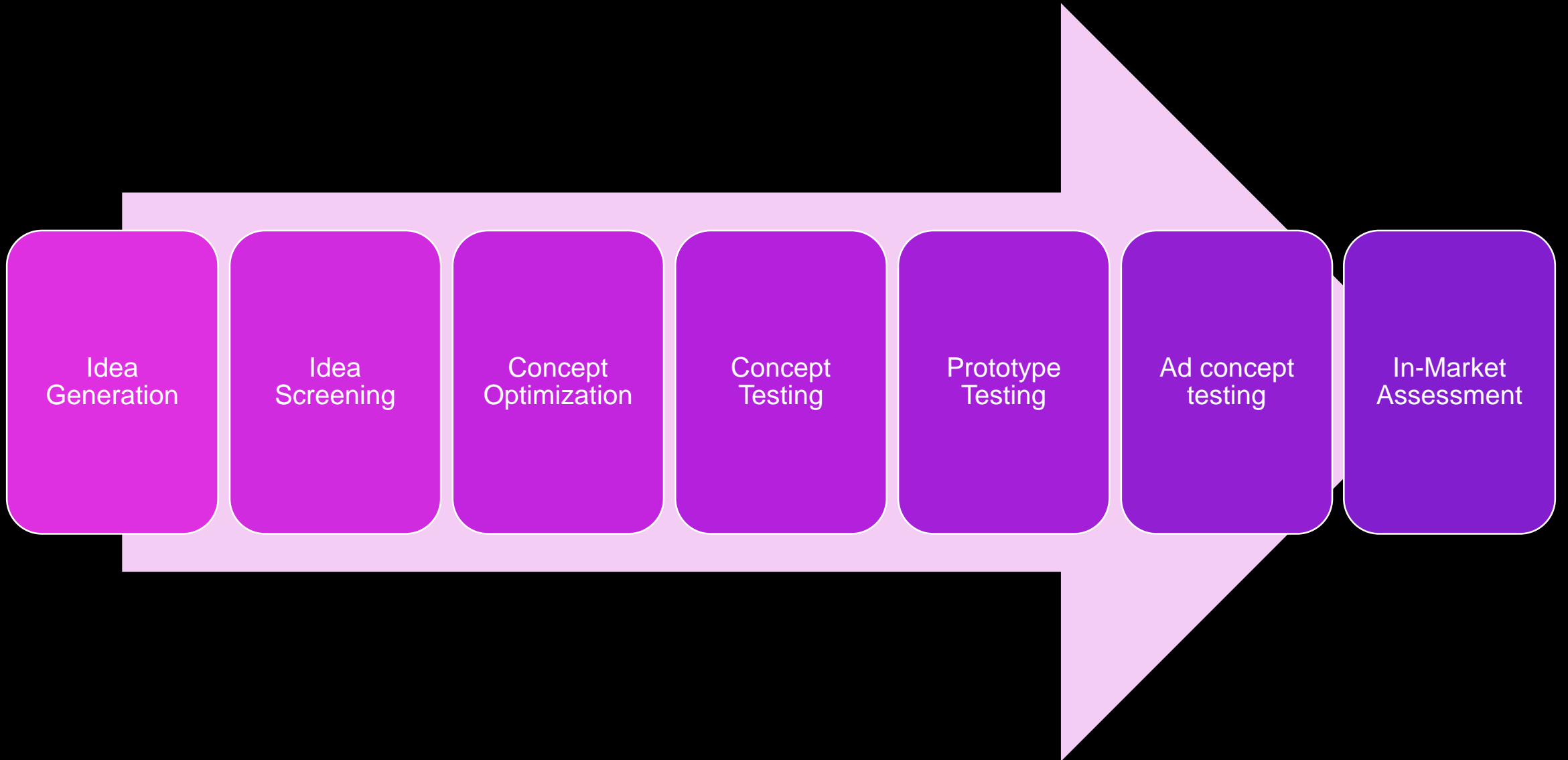


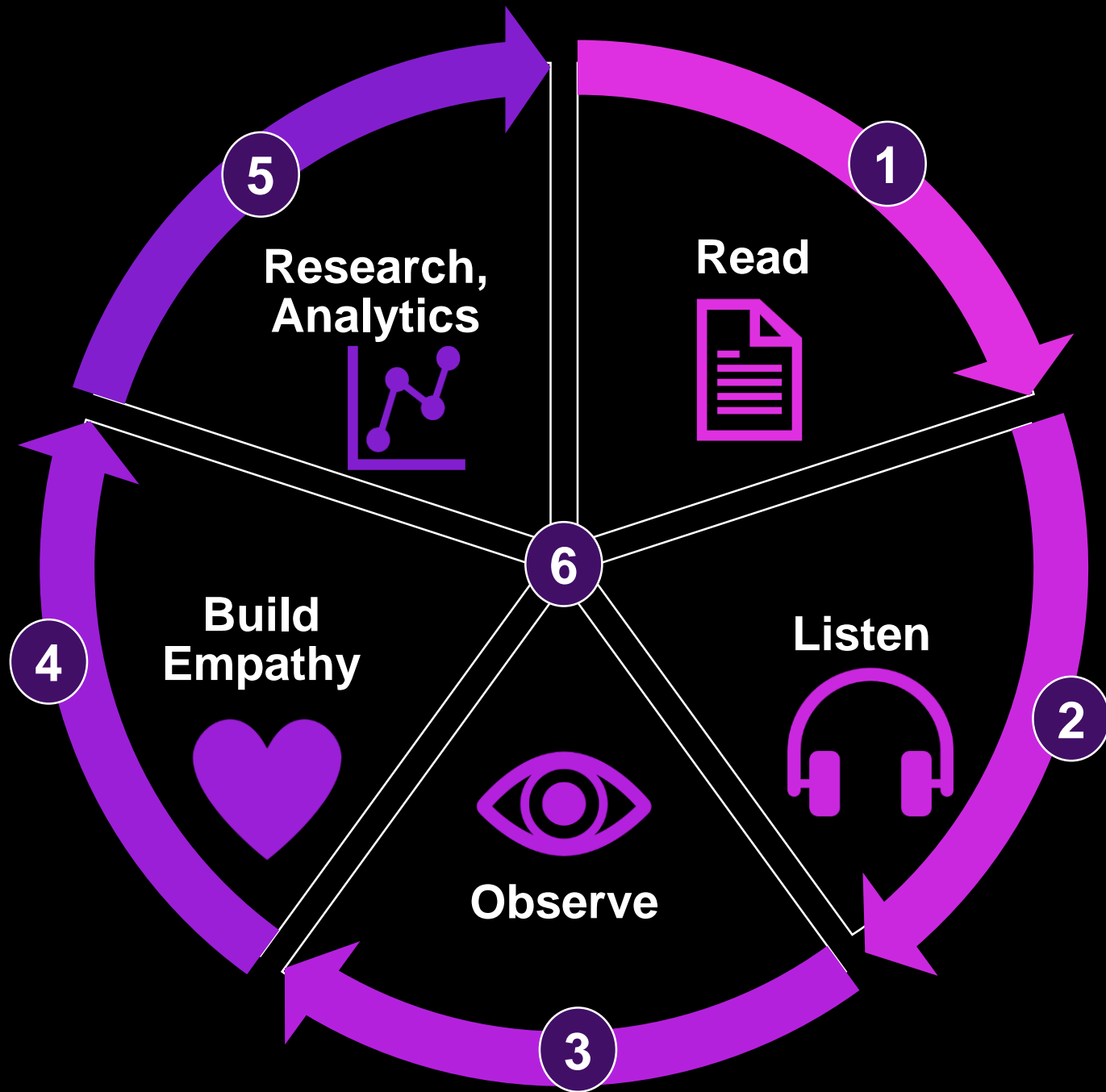




# Understanding Consumers Framework

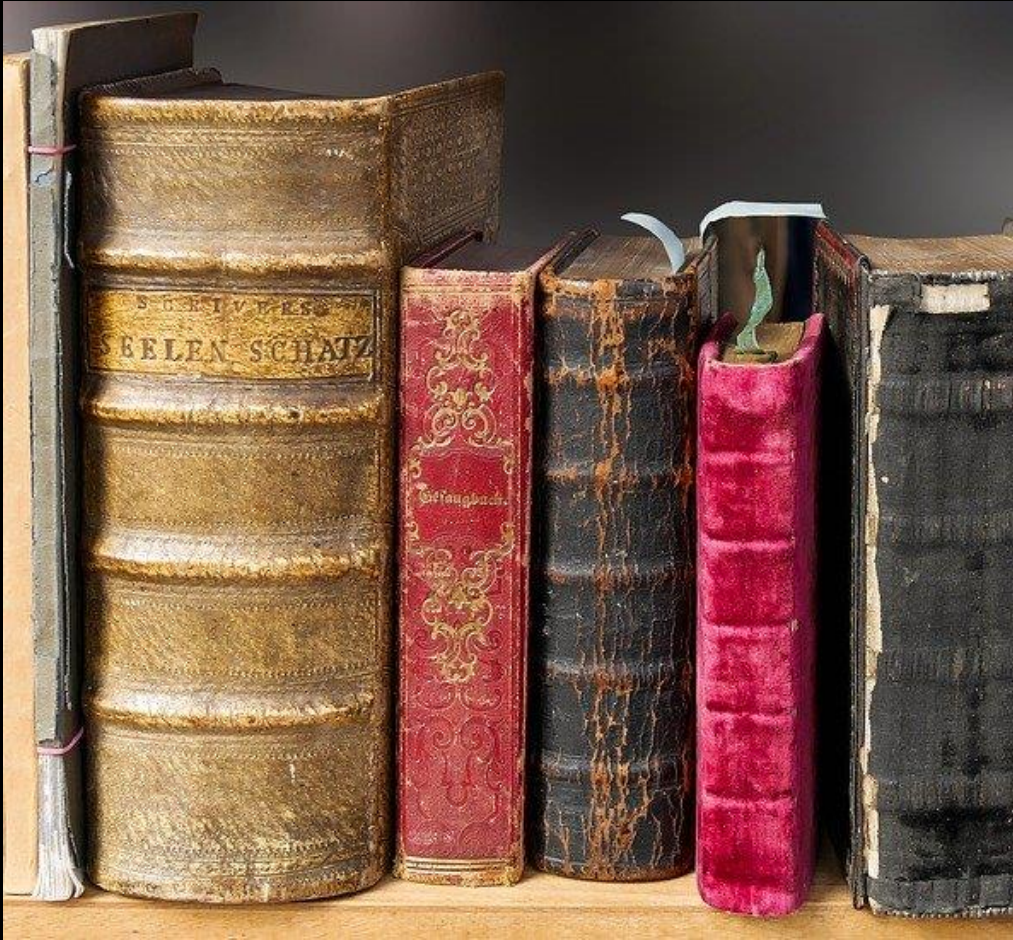
# New Product Development







# Read - Get to Better Sources Than Just a Google Search



- What does your organization already know?
  - How to search your library
  - Key Reports
- What sources do you have access to?
  - Competitive Info
    - Quarterly Competitor Filings/Analyst Reports
  - Industry Associations
  - Trusted (free) online resources
    - <http://www.pewresearch.org/>
    - <https://www.census.gov/>
    - <http://culturalpolitics.net/>
- Ok, now you can finally check out Google



# Listen - Inform your intuition with Voices beyond your own



- Customers
  - Key Opinion Leaders
  - Other Surgeons
  - Practice Staff
  - Complaint data
- Patients
  - Friends and Family who have or have had cataracts



# Listen – Talk to Experts



- **Internal Experts**

- Are there experts in another part of the company?
  - Maybe someone knows about the topic from a past role
  - Sales Reps
  - Other functions

- **External Experts**

- Agencies & vendors
- Professional organizations
- Peers in other industries
- Experts in their field





# Listen – Tips for Conducting Interviews



- Think of yourself as a researcher, detective or journalist
  - No selling!
  - Ask questions, listen and observe
- Avoid marketing language
- Good questions...
  - Tell me more about that
  - Why is that important to you?
  - What do you think about this?
  - What makes you say that?
- Not-So-Good...
  - Avoid leading questions
  - Avoid interrupting, finishing their sentences or speaking over them
- Don't volunteer your opinion, even when asked
  - Don't answer questions, even if you know the answer –play dumb
- They should do most of the talking – not you
- Be careful with body language
  - Shaking your head in agreement can cause people to think you want a certain answer, and then they may give it to you even if that's not what they believe
- Listen for emotion; watch for body language
  - How do they appear to be feeling as they talk



## Listen – Social Listening

- Like and follow your brands on social media
- Follow competitors to see what they are up to
- #HashTag Search for topics of interest
- Read Reviews for our products and similar products
- Remember that in social small segments of the population can be very vocal – so take it with a grain of salt
- It's ok that you end up with more questions than answers





## Observe - Watch and learn



- In-Market Visits
- Ride-along with field sales
- Attend events
  - Observe industry-wide initiatives
  - Check out the competition



## Build Empathy - Put yourself in the customers' shoes



- Go through an experience yourself
  - Shop thinking about the needs of your customers
    - Shop your products
    - and competitors' products
- Use your products and those of your competitors
  - What worked well?
  - What didn't?
- Take notes and really think about the experience
  - You will likely notice things that you haven't before



# Primary Research



- Qualitative

- Explore deeper with smaller numbers of people
- Gets at the “why” behind what is going on
- Develop hypotheses and discover new insights
- Examples
  - Focus Groups
  - Online discussion boards
  - Interviews
  - Ethnography

- Quantitative

- Test assumptions with larger samples
- More rigorous analysis and extrapolation to larger populations
- Examples
  - Surveys
  - Attitude & Usage Studies
  - Concept Testing
  - System1/System 2 testing
  - In-market Tests



# Analytics- Gain Insights through Data



- DIY Analytic Sources
  - Dashboards
  - Google Analytics
  - Social Listening Platform
  - CRM Analytics
- Ad Hoc requests to Insights Team

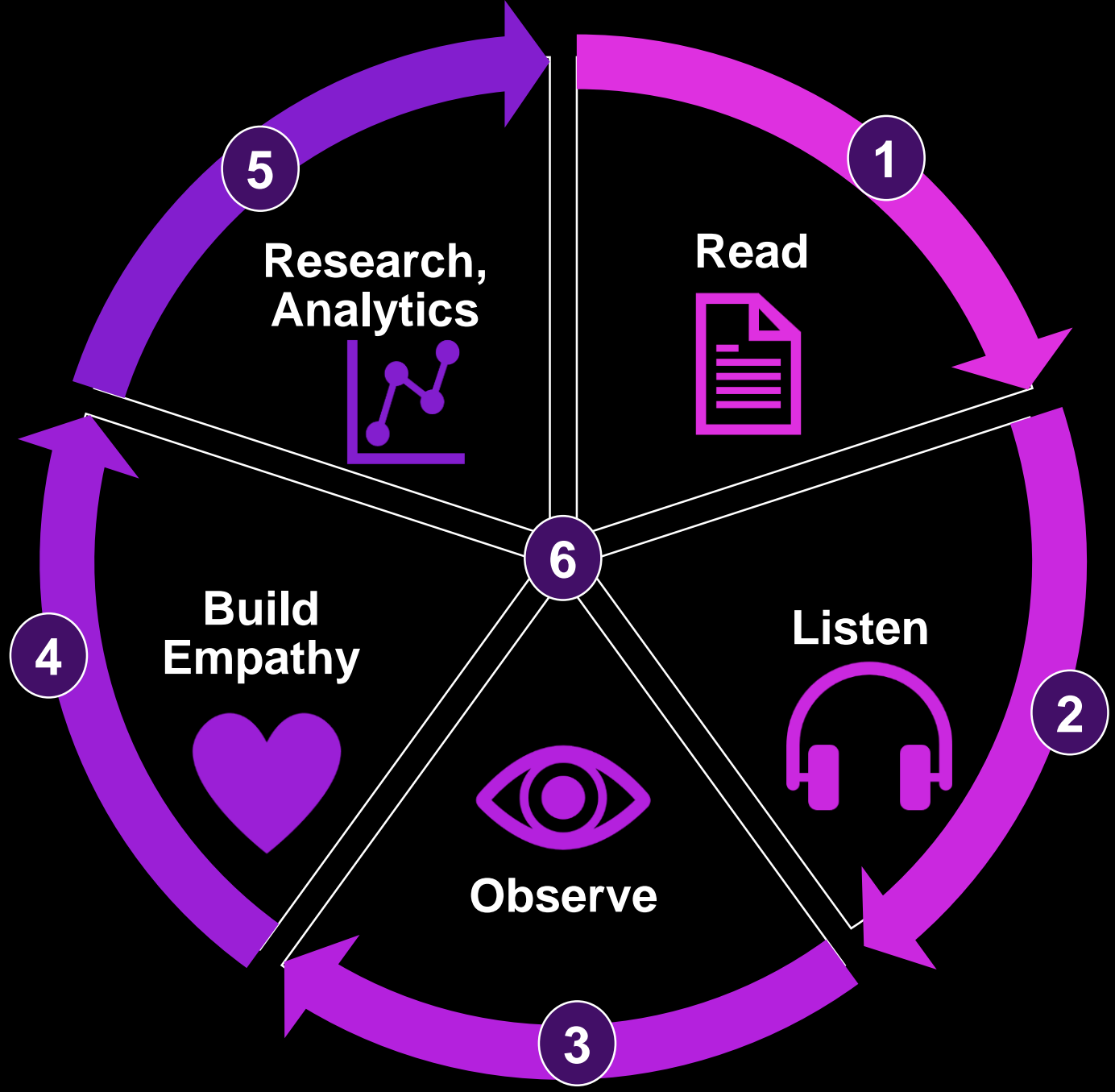
# Getting Insight Team Support...

Info needed when requesting support



- Background of topic
  - Context & history
  - What do we already know
- Objectives
  - Business questions to answer
- Business Decisions to be Made
- Target Audience
  - Which markets
  - Who is the target
- Timeline
- Budget

Putting it  
all  
together







A woman and a man are shown in a starting crouch, ready for a race. The woman is on the left, and the man is on the right. They are both wearing dark athletic clothing. The man's shirt has orange accents on the sleeves. The background is dark, and the lighting is dramatic, highlighting their forms. The text "Insights Training" is overlaid in the center in a large, white, sans-serif font.

# Insights Training

A glowing lightbulb is the central focus, surrounded by a dense field of golden sparks that radiate outwards, creating a sense of energy and inspiration. The background is dark, making the lightbulb and sparks stand out prominently.

**What is an Insight?**



Discovery of a relevant, actionable and previously unrealized reality as the result of deep data analysis



An “A-ha” Moment



Something you can't unknow – once you know it

## Is Not...



A Fact or Data Point



An Observation



A Product Benefit



Confirming What We Think



Something You Back Into

## Is...



Integration of lots of learning



Uncovers what a person wants to do, feel or appear



Consumer's own voice



Actionable



Illuminates why people do what they do







CONSUMER PANEL  
Q&A



KEY REPORTS



KEY DASHBOARDS  
OR EXCEL FILES



MYSTERY SHOP  
OR MARKET TOUR



1

Define  
Context

2

Define  
Problem

3

Uncover  
Motivation

## Insight Narrative

Longer description putting context, problem, motivation all together into paragraph form

4

Insight  
Statement

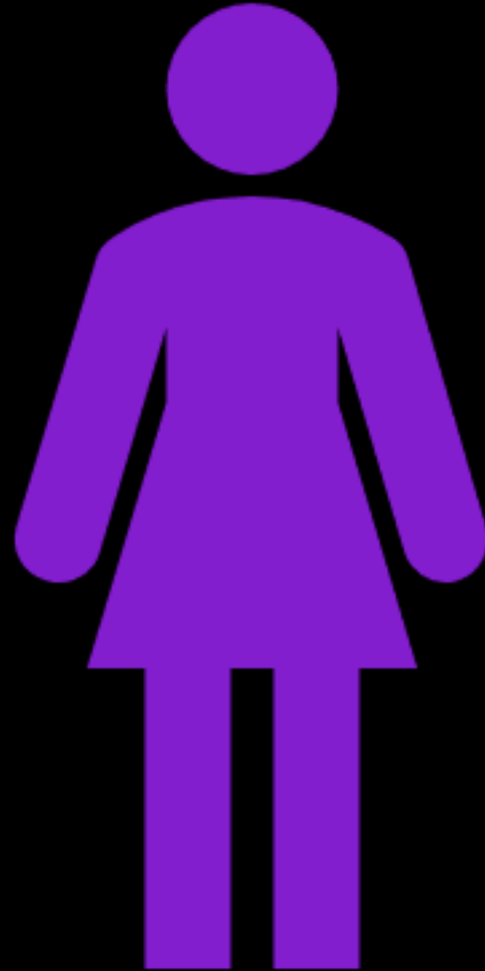
One sentence or phrase capturing the essence of the insight narrative

# Defining Your Target

Needs

Barriers

What Use Instead



Why choose or not  
choose us?

Role of brand in her  
life

# Combating Personal Bias

## Become Self-Aware

- What are my Assumptions?
- What does it mean to me?

## Suspend Judgment

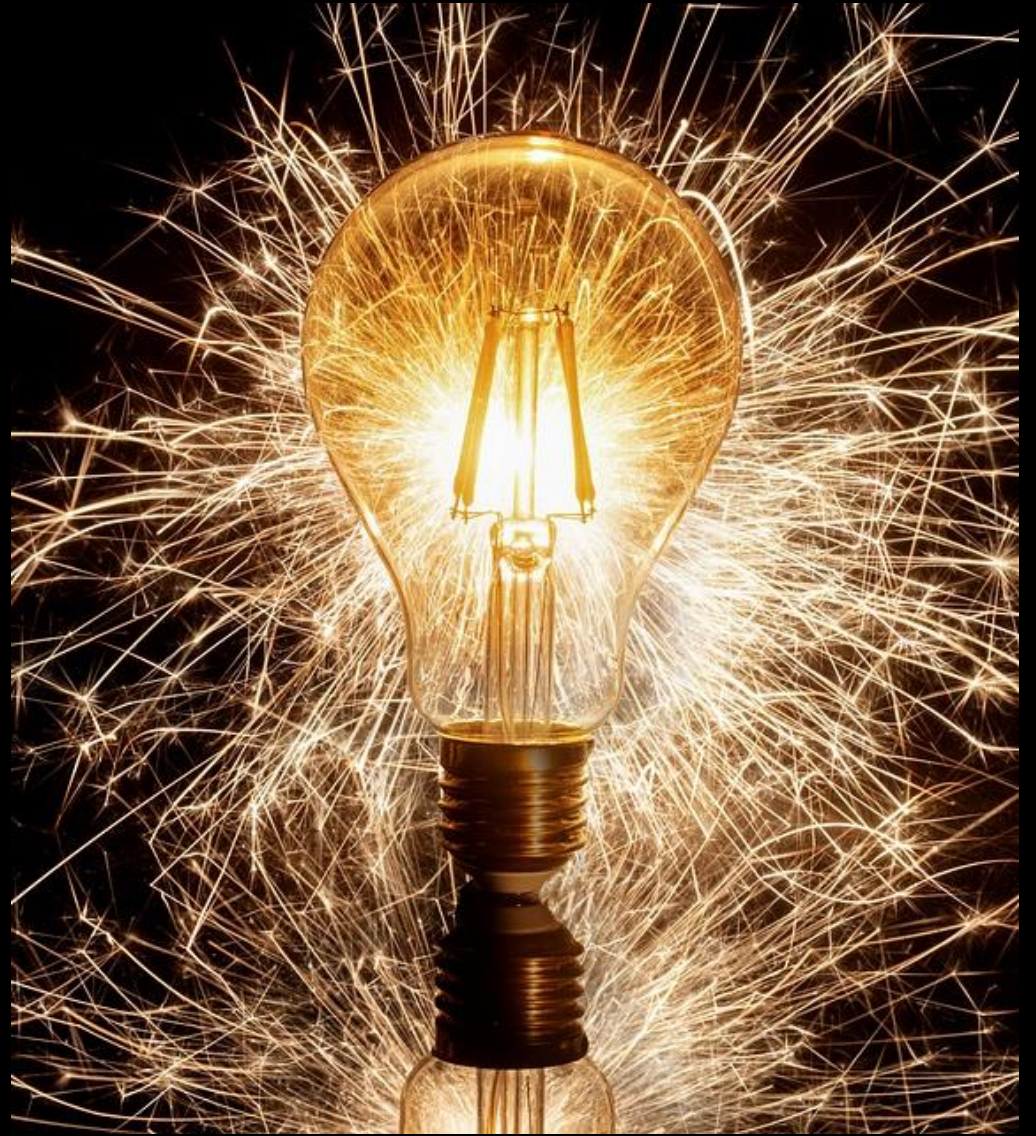
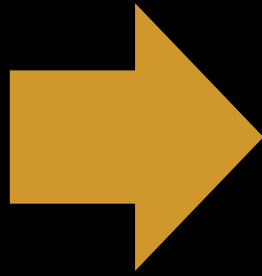
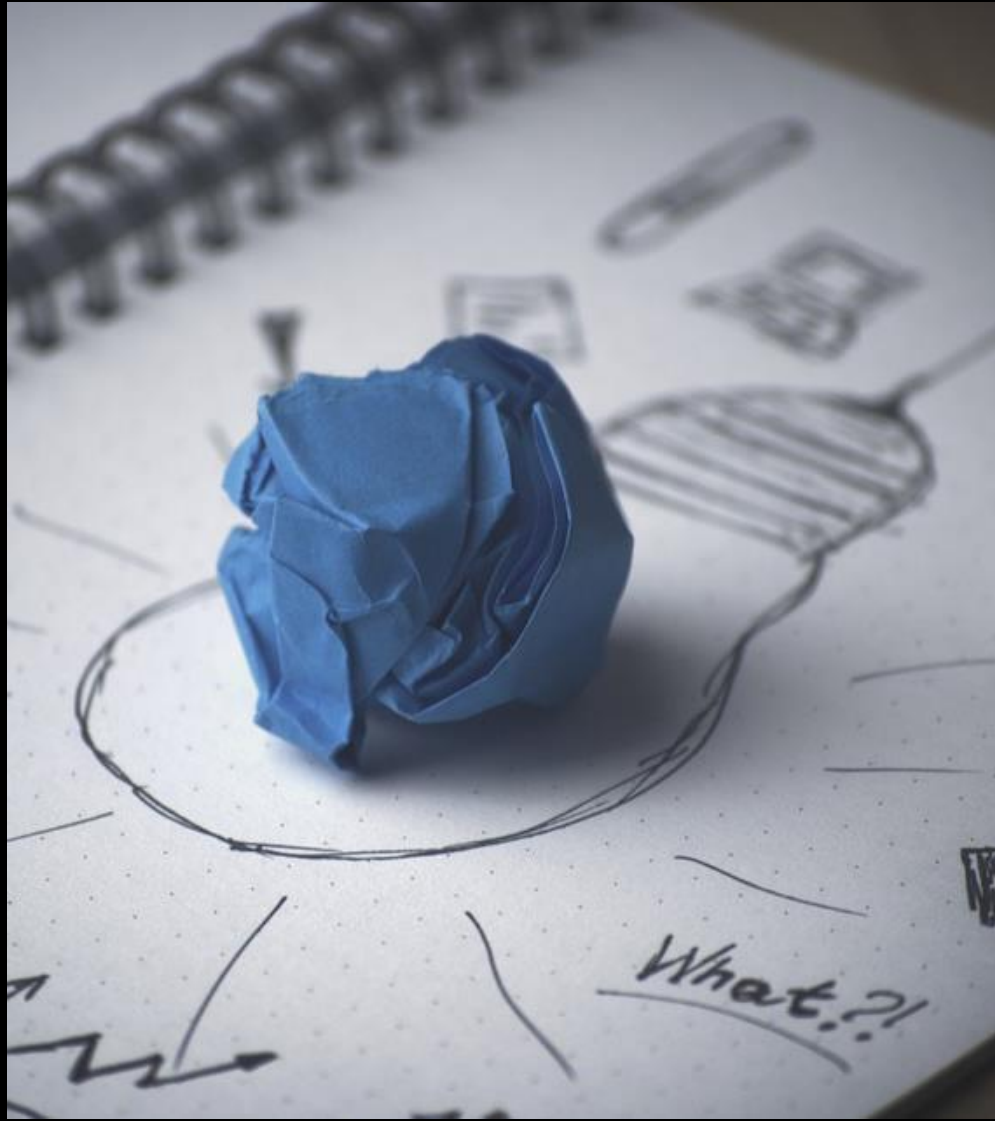
- Am I projecting my own preferences on the consumer?
- Do I see the whole picture?

## Keep Open Mind

- Am I seeking to understand or just confirm my assumptions?
- What else can I learn

## Reflect & Discuss

- What do I see?
- What new insights do I have?





# Thank You!

**Kelsy Saulsbury**

Associate Director, Market Research & Pricing Analytics

[ksaulsbu@its.jnj.com](mailto:ksaulsbu@its.jnj.com)

Or find me on LinkedIn