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Key Findings

- Leading pharma brands (like Latude and Trintellix) immediately deploy customization tactics when users first land on brand sites by altering homepage content based on the user’s self-identified stage in the treatment process (adopted by 9% of Index brands).
- Only select Index brands (18%) facilitate consumers’ desire for self-exploration by providing interactive symptom identification quizzes, with even fewer Index brands (6%) offering clear next steps (e.g., find a healthcare provider).
- Index brands uphold user centricity by displaying customer service information in prominent locations on homepages (26%), offering live chat (12%) and allowing for copay coupons to be accessed on mobile devices (48%).

Key Recommendations

- Personalize brand site content and experiences as much as possible (via customized user journeys, guided click-paths and assistive form fill-outs) and avoid presenting information in brochure-like formats (i.e., PDFs, which also hinder brand site SEO performance).
- Anticipate consumer expectations and subsequently incorporate tools to maximize user convenience (e.g., live chat/chatbots and immediately visible contact information).
- Ensure that financial support information is readily accessible and that sign-up processes are frictionless to facilitate easier treatment processes for consumers.

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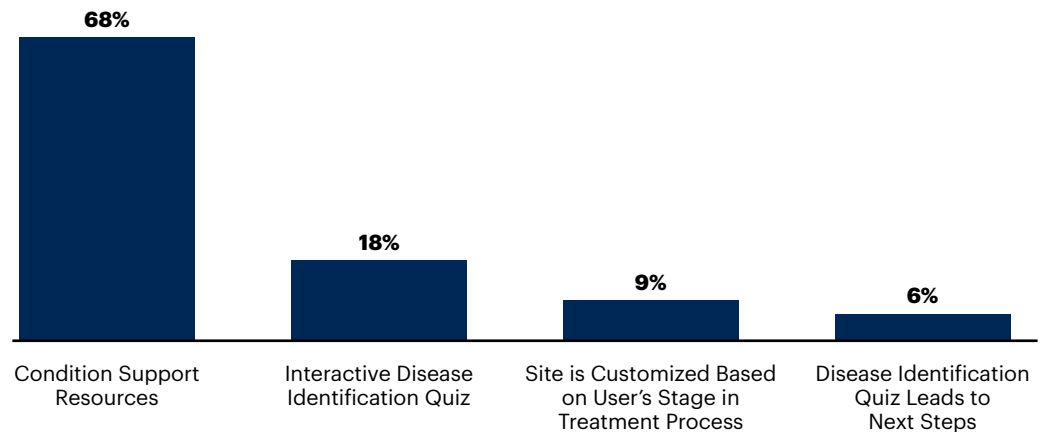
Introduction

Consumers greatly value personalized site experiences that help them make better purchase decisions.¹ As consumers are also increasingly concerned with making well-grounded healthcare treatment choices (as suggested by the rise in consumer values such as “safety” and “security”),² pharma marketers should ensure that branded properties facilitate productive user engagement and ultimately encourage treatment decision-making through the provision of personalized content and services. As previewed in “[Digital IQ Index: Pharma Rx U.S. 2020](#),” select savvy pharma marketers are already implementing personalization mechanisms and providing user-centric tools on their brand sites (see Figure 1).

1. “[Personalizing the Consumer Website Experience](#),” Gartner.
 2. “[Gartner Consumer Values and Lifestyle Survey](#),” Gartner.

Pharma US: Types of Content and Tools on Pharma Sites

January 2020



n = 125 pharma sites
 Source: Gartner (June 2020)

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