



RapidUX Report

January 6, 2017

“If you don’t understand the problem you are trying to solve, then you probably cannot solve it.”

- Mads Kristensen, Microsoft



User experience

Design



Roadmap

1. Personas
2. Analytics Review
3. An expert review
4. Competitor analysis
5. Recommendations

Personas

Identified Audience Groups

In order of highest priority:

- Congressional Staff (Primary)
 - Members of Congress (Secondary)
- Patient Advocate Groups (Primary)
- Media (Primary)
- Non-Member Pharmaceutical Company (Primary)
- Patients (Primary)
- FDA Employees (Primary)
- General Public (Primary)
 - Social and Fiscal Conservative
 - Vocal, Socially Active Parent



Katie

Staff Member for a Congressman

Age: 24

Marital Status: Unmarried, no children

Income: \$42,000 per year

Education: BA, working on J.D.

- On the go and working 24/7
- Constantly using her cell phone
- Always multi-tasking

Pain Points

- Expected to know the latest info at all times
- Has to work on-the-go
- Overworked and underpaid

Needs

- Breaking news alerts
- Overview information
- Talking points





Scenario

Katie is in meetings from 7:30am until 4:00pm. The congressman is voting on a bill related to Biosimilars tomorrow and there is a lobbyist from a consumer-interest group at 3:00pm.

Katie remembers the GPhA group met with her a few weeks ago and would like to know more about the issue and what the industry's stance is. So, while Katie grabs a coffee between her 10:00am and 10:30am meetings, she brings up the GPhA website on her phone.

She locates the topic and reads the issue overview as she walks to her next meeting. When she arrives, she slips the phone back into her pocket and continues her marathon of meetings.

Congressional Staffer

	≡ BECOME AWARE	≡ INITIAL USE	≡ DATA TRANSMISSION	≡ CONTINUED ENGAGEMENT
≡ User goals	<ul style="list-style-type: none"> • Prepare for upcoming interest group meeting or briefing with congressperson 	<ul style="list-style-type: none"> • Get overview of GPhA • Get overview of relevant policies or issues 	<ul style="list-style-type: none"> • Provide high level information from briefing and from any relevant meetings to Congressperson 	<ul style="list-style-type: none"> • Stay up-to-date on new issues or events
≡ Problems 💡	<ul style="list-style-type: none"> • Needs high-level information on many things • Very little time for research • May need to research on-the-go 	<ul style="list-style-type: none"> • Does not understand the scientific or industry issues in-depth • Also concerned with impact of stance on constituency • Will usually not have time to contact people for additional information • Needs to provide overview information to 2nd parties 	<ul style="list-style-type: none"> • Very little time to provide information • Information recipient has less domain knowledge • Recipient will need to have facts readily available for discussion 	<ul style="list-style-type: none"> • Not enough time to actively check on everything
≡ Process	<ul style="list-style-type: none"> • Google GPhA and locate organization's website 	<ul style="list-style-type: none"> • Locate organizational information • Locate policy overview • Read and understand the issue at a high-level • Export talking points 	<ul style="list-style-type: none"> • Give high-level briefing • Provide documentation of important talking points 	<ul style="list-style-type: none"> • Sign up for event and news alerts • When receives an alert, goes to website to check news 
≡ Touchpoints	<ul style="list-style-type: none"> • Google search results • GPhA Homepage 	<ul style="list-style-type: none"> • About Us • Topics and Issues > Specific Topic • News > Recent News and Press Releases 	<ul style="list-style-type: none"> • Print or Export Function 	<ul style="list-style-type: none"> • Email alerts • News and Press Release section



Jennifer

Patient Advocate for American Breast Cancer Society

Age: 43

Marital Status: Married, 2 elementary school age boys

Income: \$80,000 per year

- Average experience with technology
- Frequently travelling

Pain Points

- More work to do than time in the day
- Always needs funding
- Advocates for one issue in a much larger policy space

Needs

- To Impact Policies
- Create Relationships
- Get funding

Scenario

Jennifer has heard about a potential new treatment in the biosimilars sphere. Her traditional partners seems to be cold on the idea.

She does a quick search and locates the GPhA website's issue page, describing their stance. It is generally tending towards what her organization's population would support and she's interested in learning more.

She wanders around the website, gaining a perspective on the organization, and after a few minutes decides that she is interested in establishing a relationship with GPhA. She locates the Point of Contact for GPhA and reaches out with an email.

Patient Advocate

	≡ BECOME AWARE	≡ INITIAL USE	≡ CONTINUED ENGAGEMENT
≡ User goals	<ul style="list-style-type: none"> • Improve the lives of society members • Create relationships with organizations and corporations that can help facilitate change 	<ul style="list-style-type: none"> • Understand likelihood of support from GPhA • Identify policies that overlap with her groups' goals. • Find point of contact 	<ul style="list-style-type: none"> • Stay up-to-date on new issues or events • Create relationship with Point of Contact
≡ Problems 💡	<ul style="list-style-type: none"> • More work than time • Always in need of funding • Constant stream of new policies and changes that need to be advocated for 	<ul style="list-style-type: none"> • Breadth of topics that concern pharmaceutical corporations • Competing priorities between corporate sponsors/partners 	<ul style="list-style-type: none"> • Lots of time and activities •
≡ Process	<ul style="list-style-type: none"> • Search for organizations with policy positions related to those of the American Breast Cancer Society 	<ul style="list-style-type: none"> • Locate organizational information • Find policy overlaps between the organization and her group • Locate any highly relevant news • Find Point of Contact 	<ul style="list-style-type: none"> • Sign up for event and news alerts • When receives an alert, goes to website to check news
≡ Touchpoints	<ul style="list-style-type: none"> • Google search results • GPhA Homepage 	<ul style="list-style-type: none"> • About Us • Topics and Issues > Specific Topic • News > Recent News and Press Releases • Contact Us 	<ul style="list-style-type: none"> • Email alerts • News and Press Release section • Events • Personal contact with POC



Patrick

Journalist, the Washington Post

Age: 32

Marital Status: Married, 2 year old son

Income: \$65,000 per year

Pain Points

- Needs a new story every day
- Always on the move

Needs

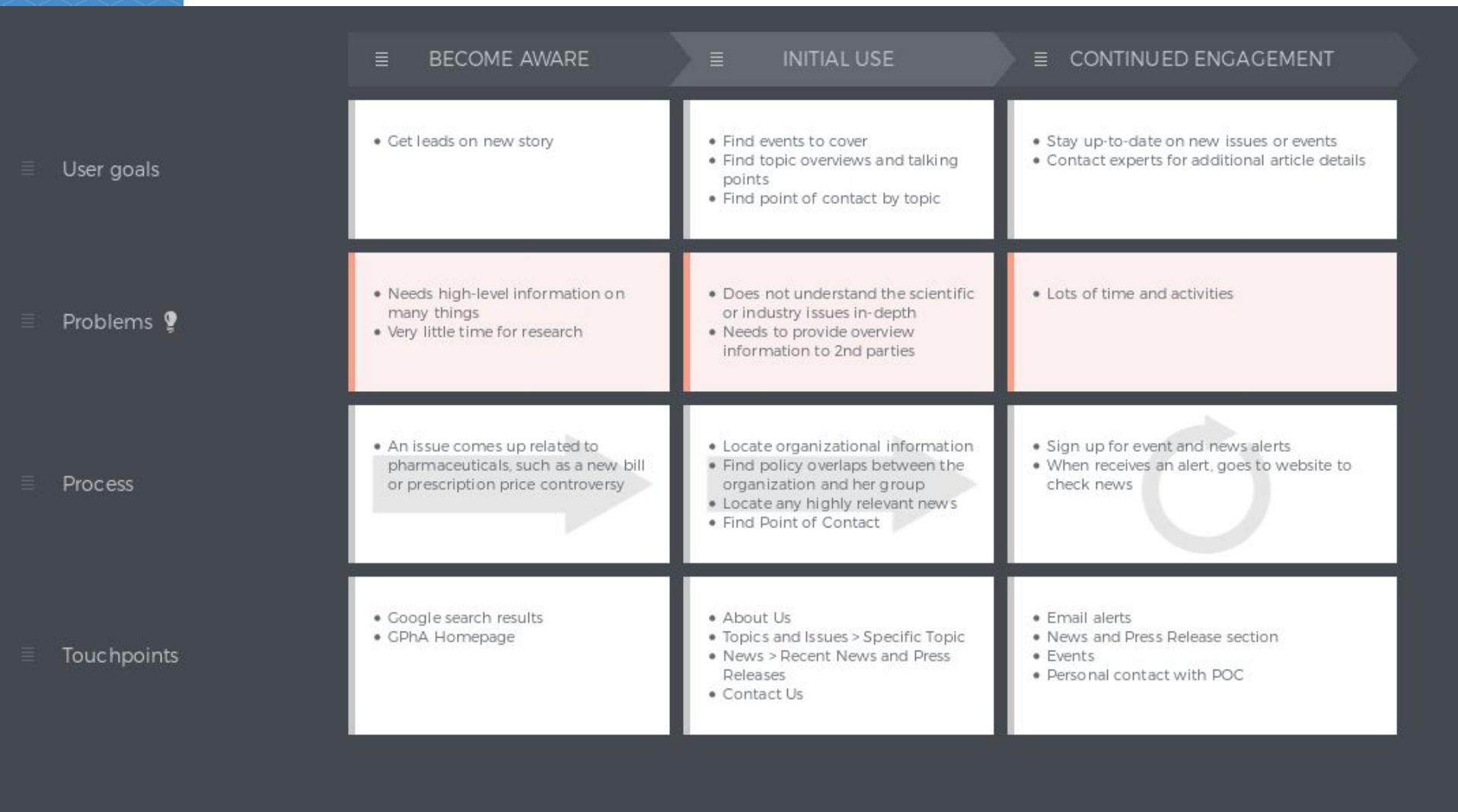
- Alerts of any breaking news
- High level information on all issues and breaking news
- Events to cover

Scenario

Patrick sees in a congressional news release that a bill is coming up for a vote next week and sees that it relates to something called “Biosimilars” and that the American Cancer Society has just released a news flash that it’s coming up for a vote, but it doesn’t say much else. He’s thinks this has the potential to be a good story, so he does a quick search and finds the GPhA page on Biosimilars.

Patrick finds the issue overview informative and finds the GPhA’s stance useful evidence for a potential piece. He looks for a Point of Contact to grab a quote or further information and then starts a quick blurb on the bill and it’s potential to be life-changing for cancer patients.

Media





John

Non-Member Pharmaceutical Executive

Age: 54

Marital Status: Married

Income: \$185,000 per year

Pain Points

- Constantly busy
- Wants to make a mark on the company
- Pressure from public and government on affordability

Needs


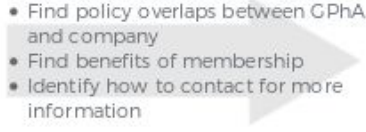
- Insure continued company stability
- Professional development

Scenario

During a meeting, John's boss brings up yet another article in the Times about yet another drug company in trouble in the press for inflated drug prices and for lobbying against biosimilars.

John is interested in protecting his company and begins doing a little research on the Internet on what other companies are doing and finds the GPhA website. He briefly reads the issues information and their recommended stances and it seems to line up with their concerns. He investigates the organization itself and finds that it is a membership organization. He looks at the benefits and decides that it might be a positive move for the company to join the association. He submits his information to find out more and then logs off to check his email.

Non-Member Pharmaceutical Executive

	≡ BECOME AWARE	≡ INITIAL USE	≡ CONTINUED ENGAGEMENT
≡ User goals	<ul style="list-style-type: none"> • Improve company stability • Further own career 	<ul style="list-style-type: none"> • Compare GPhA's policy statements with own company's point of view • Identify benefits of joining GPhA 	<ul style="list-style-type: none"> • Become a member
≡ Problems 💡	<ul style="list-style-type: none"> • Little scientific knowledge • Little impact on the day-to-day operations 	<ul style="list-style-type: none"> • Industry-oriented policies may not specifically line up with one particular company's priorities 	<ul style="list-style-type: none"> • Possibly located away from organizational HQ • High cost of membership
≡ Process	<ul style="list-style-type: none"> • Search online for industry news and policies 	<ul style="list-style-type: none"> • Find policy overlaps between GPhA and company • Find benefits of membership • Identify how to contact for more information 	<ul style="list-style-type: none"> • Membership Point of Contact will contact prospective member 
≡ Touchpoints	<ul style="list-style-type: none"> • Google search results • GPhA Homepage 	<ul style="list-style-type: none"> • About Us • Topics and Issues > Specific Topic • About Membership • Become a Member 	<ul style="list-style-type: none"> • Email • Phone call



Sue

Patient

Accountant with Rheumatoid Arthritis and two living parents with chronic conditions

Age: 52

Marital Status: Married, 2 college age kids

Income: \$110,000 per year

Pain Points

- Constantly worried about her own health and her family's health
- Money is always a concern
- Helping but keeping parents' independence and dignity


Needs

- Financial stability
- Professional development

Scenario

Sue's mom was just prescribed a new treatment and the doctor warned her that there is a potential shortage of the drug. Sue decides to do some online research and finds the GPhA overview of the issue and their proposed solutions. Sue feels like GPhA cares about the patients and the issues. She is interested in advocating and discussing her personal issues with someone at GPhA. So, Sue locates the Point of Contact and reaches out via email in hopes of discussing any options for her and her family.

Patient

	≡ BECOME AWARE	≡ INITIAL USE	≡ CONTINUED ENGAGEMENT
≡ User goals	Find a solution or help to ensure affordable medications	Find GPhA policies and resources	Advocate for policies that would benefit her family
≡ Process	<ul style="list-style-type: none">• Mother assigned a new medication• Internet search about affordable medications	<ul style="list-style-type: none">• Locates GPhA website• Browses policy stances• Wants to be engaged	<ul style="list-style-type: none">• Share personal story• Share web content via social media
≡ Problems 	<ul style="list-style-type: none">• Constantly worried about her own health and her family's health• Money is always a concern• Two parents with chronic medical conditions - Helping but keeping parents' independence and dignity	<ul style="list-style-type: none">• Too busy for substantial activities• Little money to dedicate to activism	<ul style="list-style-type: none">• Too busy for substantial activities
≡ Touchpoints	<ul style="list-style-type: none">• Search Engine Results	<ul style="list-style-type: none">• GPhA Issues page• Social Media• Patient POC	<ul style="list-style-type: none">• Social Media• Patient POC



Fred

FDA Employee

Age: 43

Marital Status: Married, two middle school kids

Income: \$95,000 per year

Pain Points

- Constantly busy
- Generally disinterested in work
- Doesn't understand the business side of the industry

Needs

- Detailed, reputable scientific information on very specific topics

Scenario

A new biosimilar has come up for a determination and Fred has never dealt with anything like this yet. So, Fred needs to find scientific background documentation to help make his determination. He does a quick Internet search and locates the GPhA page on Biosimilars.

He glances through the overview information and then pinpoints the related white papers. He downloads and reviews them. He determines that the science appears reputable but he needs corroborating evidence. Fred then follows the bibliography to continue researching the topic.

FDA

	≡ BECOME AWARE	≡ INITIAL USE	≡ CONTINUED ENGAGEMENT
≡ User goals	Research science behind policy positions	Find GPhA policies and scientific resources	Returns to the site for additional information on another topic
≡ Process	<ul style="list-style-type: none"> • New policy issue has come up and Fred has been asked to research the implications 	<ul style="list-style-type: none"> • Locates GPhA website • Browses policy stances and white papers • Locates bibliographies and related papers 	<ul style="list-style-type: none"> • Search for GPhA website • Browses policy stances and white papers • Locates bibliographies and related papers
≡ Problems 💡	<ul style="list-style-type: none"> • Has a lot of work to do • Generally disinterested • Does not understand the business side of the Pharmaceutical Industry • Does not necessarily know reputable sources of information on Industry 	<ul style="list-style-type: none"> • Busy • Needs in-depth information on a specific topic, which most people do not 	<ul style="list-style-type: none"> • Busy • Needs in-depth information on a specific topic, which most people do not
≡ Touchpoints	<ul style="list-style-type: none"> • Search Engine Results 	<ul style="list-style-type: none"> • GPhA Issues page • White Papers • Links to reputable third party research 	<ul style="list-style-type: none"> • GPhA Issues page • White Papers • Links to reputable third party research

Analytics Updates

Pageviews

<u>NAME</u>	<u>PAGEVIEWS</u>
RX Solutions (11/22/16) http://www.gphaonline.org/issues/rx-solutions/ SIMPLE	80
Fall 2016 Tech Conference (11/22/16) http://www.gphaonline.org/index.php/private-pages/2016-gpha-fall-technical-conference-presentations SIMPLE	21
Create Account (11/22/16) http://www.gphaonline.org/member/account/create/ SIMPLE	7
Member Login (11/22/16) http://www.gphaonline.org/member/account/login/ SIMPLE	18
Engage (11/22/16) http://www.gphaonline.org/engage/discussing-my-prescription SIMPLE	19
Media (11/22/16) http://www.gphaonline.org/gpha-media/ SIMPLE	69
About Us (11/22/16) http://www.gphaonline.org/about/the-gpha-association SIMPLE	216
Events (11/21/16) http://www.gphaonline.org/events/ SIMPLE	128
Issues Landing Page (11/21/16) http://www.gphaonline.org/issues/ SIMPLE	36
Homepage (11/21/16) http://www.gphaonline.org/ SIMPLE	1,000

Homepage

The search bar is most common.

Some hero content not clicked. First and last are most frequent.

Most clicked:

- Search bar
- News Stories
- Biosimilars
- GDUFA
- Contact



About GPhA

Visitors that come to learn more about GPhA usually read the description and navigate to “The Industry” and “Staff” most often.



Issues Landing Page

Users mostly use the sidebar to navigate to the issue specific pages instead of reading down the page.

More than half of visitors stopped scrolling down the page less than 2 paragraphs in.



Events

Two key actions:

- Go look at prior conference information
- Find information for upcoming conferences

Half of the page's viewers scrolled through the first four events, but most users only click on the first two events.





Expert Review

Home Page

Overall mission of the organization is not clear.

Users that don't know what you do likely don't know what actions they can take on the site.

Much of the imagery feels cold and clinical.

Imagery that is more personable can capture attention, build trust and credibility, and elicit emotion.

Timely content like the news, events, and tweets are in the corner of the page and/or hidden, making the page feel stale.

Highlighting most recent content shows users that you are active, and that they can return for updates at a later.

GPhA
Generic Pharmaceutical Association

MEMBER LOG IN Search

HOME | ABOUT | ISSUES | MEDIA | EVENTS | ENGAGE

Same medicine. Same results. **Lower cost.™**

Biosimilars **Drug Shortages** **Quality** **Patent Settlements** **GDUFA**

Improving Lives for Less
New data The 2016 Generic Drug Savings and Access in the U.S. report shows that generic pharmaceuticals saved the U.S. health system \$227 billion in 2015. This year's report features **state-by-state savings**, therapy area and public program savings and more. Data compiled by the QuintilesIMS Institute. [Learn more >](#)

Value and Quality
The Biosimilars Council
The Biosimilars Council, a division of the Generic Pharmaceutical Association (GPhA), works to ensure a positive environment for patient access to biosimilar medicines. [Click here](#) for more information.

2015 Annual Report
The 2015 Annual Report is now available. GPhA furthers the industry's goal to improve the lives of consumers by providing timely access to high quality, affordable medicine. Together, we continue to drive value and quality for patients. [Learn More >](#)

Featured Items

Recent News

10.24.16
GPhA
Jeffrey K. Francor Joins GPhA as Senior Vice President and General Counsel

10.21.16
GPhA
David Gaugh, Senior Vice President, Sciences and Regulatory Affairs, GPhA,...

10.21.16
GPhA
GPhA Supports National Prescription Take Back Day

10.20.16

► Twitter

► Events

ABOUT
The Association
The Industry
Generic Medicines
Board of Directors
Staff
Membership
Careers
Contact
AMRI

ISSUES
Biosimilars
Drug Disposal/Take Backs
Drug Shortages
International Trade
Agreements
Generic Drug Labeling
Medicaid
Patent Settlements
Quality
State Initiatives
Supply Chain Security
REMS
Preventing Drug Abuse
RX Solutions
Generic Drug Savings and Access Report
GDUFA

MEDIA
Press Releases
Spokespeople
GPhA Resources
Other Resources

EVENTS
Upcoming Events
Past Events

ENGAGE
Discussing My Prescription
Grassroots Action Center

CONTACT
PRIVACY POLICY
TERMS OF USE
JOIN
© 2013

Task Orientation & Site Functionality

Site lacks obvious calls to action, and the content does not guide users to a particular action or conclusion.

Users are not being directed toward their goals. (e.g.: Sign up, register for events)

Grassroots Action Center is a static page that doesn't facilitate suggested actions.

Events are not very visible on the site.

Highlighting events like GPhA's Annual Meeting would increase attendance, and attract new members.

No method of capturing emails for future marketing.

Mailing lists can keep users who might be considering membership updated when new content or events are added.



2018 GPhA Annual Meeting

JW Marriott Orlando Grande Lakes

Orlando,

February 12 - 14, 2018

Please check back for more information on the 2018 GPhA Annual Meeting.

Sponsorship Opportunities

Raise your company profile by participating in this prestigious event. Premier sponsorships includes exhibit space, logo placement and company recognition. There are a number of new sponsorship opportunities available, for more information contact Jennifer Soup at jsoup@gphaonline.org.

Hotel Information

JW Marriott Orlando Grande Lakes

4040 Central Florida Parkway

Orlando, Florida 32837

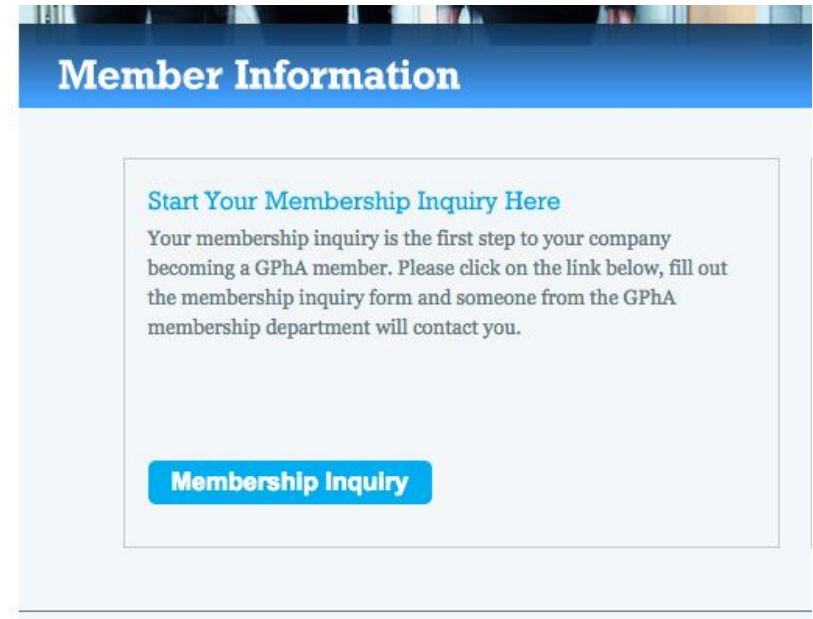
Task Orientation & Site Functionality

Site does not communicate benefits or value of membership.

Users are more likely to join as members if given how their membership will enhance their lives or businesses.

On Membership Inquiry Form, E-mail notifications and Media List options are radio buttons, and cannot be deselected.

Users that accidentally select to join the media list must start the whole form over to deselect these buttons



Member Information

Start Your Membership Inquiry Here

Your membership inquiry is the first step to your company becoming a GPhA member. Please click on the link below, fill out the membership inquiry form and someone from the GPhA membership department will contact you.

Membership Inquiry



E-mail notifications

☒ Yes, please send me Information about GPhA's events.

Media List

☐ Yes, please send me GPhA's public communications.

Submit

Task Orientation & Site Functionality

Site search is slow.

Some queries take over a minute

Search results are not ordered by relevance and are not intuitive.

(e.g. search for 2017 GPhA Annual Meeting does not return link to the event page.)

Search does not include error correction or search suggestions.

Site includes links to some social channels which are rarely used.

Search results for '2017 gpha annual meeting'

About
This is my first experience... do you see it?...

Media
this is...

Biosimilars
GPhA applauds Congress for establishing an abbreviated approval pathway for biosimilars and interchangeable biologics as part of the Affordable Care...

Patent Settlements
GPhA vigorously opposes restricting the right of parties in drug patent litigation to settle their disputes out of court....

GDUFA
GPhA and its member companies support full implementation of the generic user fee program (GDUFA) as created by the 2011 Food and Drug Administration Safety and Innovation Act. Under...

Contact
Generic Pharmaceutical Association (GPhA) 777 Sixth Street, NW, Suite 510 Washington, DC 20001
Tel: 202-249-7100 • Fax: 202-249-7105 Directions Media Contact: p: 202-249-7100
media@gphaonline.org Amenities Restaurants: Graffiato, Clyde's,...

The Association
The Generic Pharmaceutical Association (GPhA) is the nation's leading trade association for manufacturers and distributors of generic prescription drugs, manufacturers of bulk active pharmaceutical chemicals, and suppliers of other goods...

The Industry
The landmark Drug Price Competition and Patent Term Restoration Act of 1984, commonly known as the Hatch-Waxman Act, created the framework for the remarkable success of the generic drug industry....

Spokespeople

GPhAonline



The nation's leading trade association for manufacturers and distributors of generic drugs, pharmaceutical chemicals, and suppliers of ot...
[Show more](#)

Uploads



Highlights of GPhA 2013: CEOs Unplugged
414 views • 3 years ago



Highlights of GPhA 2013: Speech from Ralph G. Neas, Chairman...
117 views • 3 years ago



Highlights of GPhA 2013: Speech from the Chairman, Tony Maur...
271 views • 3 years ago

Navigation & Information Architecture

Site content does not facilitate browsing from related topic to related topic.

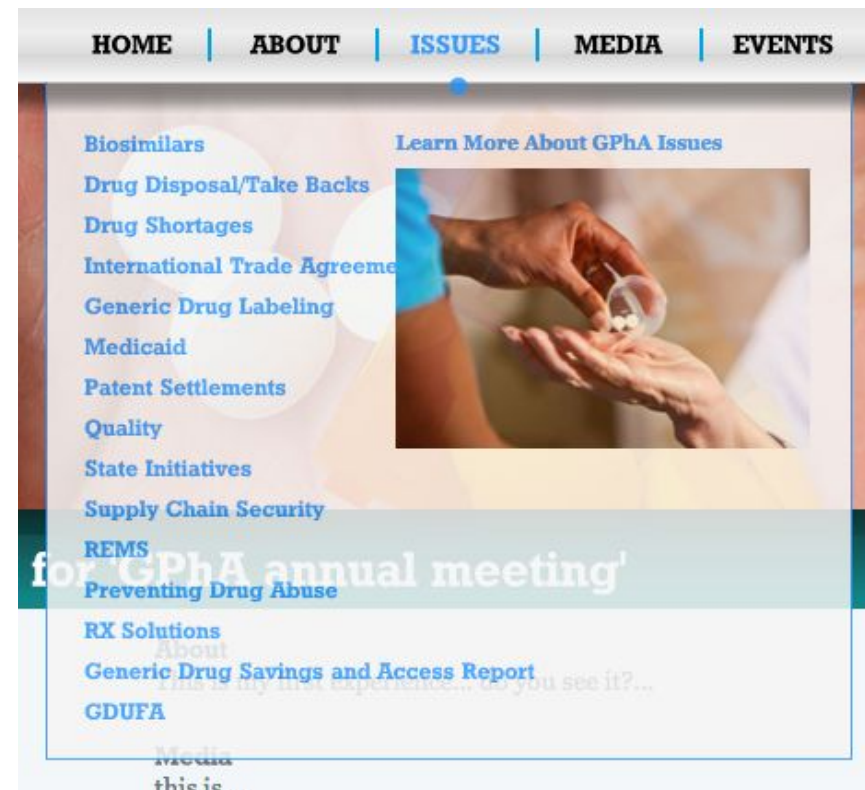
Showing related content can keep users browsing the site for longer to find more information that might convince them to join.

Navigation contains industry-specific jargon.

REMS = Risk Evaluation and Mitigation Strategies

Dropdown menus include blue text styled the same as hyperlinks, causing confusion.

Generic stock photo in menu takes up lots of space.



Navigation & Information Architecture

Issues dropdown menu has too many links.

Too many choices can lead users not to choose at all, and leave the site instead. Grouping by similarity would help users search better.

More generic content is hidden in sub-menus, making it more difficult to locate. (e.g. GPhA resources is under 'MEDIA')



- *Agency* means the institution or a government commission set up to monitor or promote a particular activity
- *GAIA* is preparing a *Sifted-Sieveded Savings Report* that will use USAS data to exemplify ethical savings, made possible by a retirement during the early launch period (the period between generic entry and patent expiration)
- *GAIA* will release in 2013 *White Papers* on the legal and public policy arguments supporting patent litigation settlements.
- *GAIA* has finalized *ex ante* issues before Congress about the unintended consequences of having or restricting patent litigation settlements.
- *GAIA* has made available to lawmakers and policymakers policy briefs and *White Papers* documenting the consumer benefits of patent settlements.

Press Release

[illegible]

[Related Information](#)

[illegible]

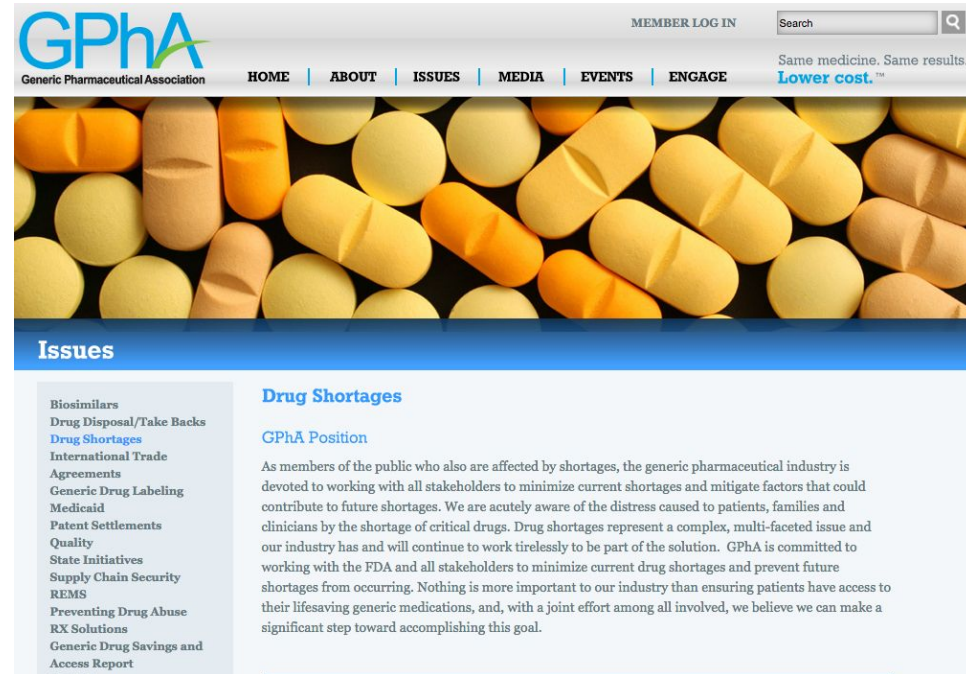
Content and Visual Design

Content is verbose and the scientific; the analytic tone makes it more difficult to scan.

Site makes heavy use of stock imagery that often does not relate closely to associated content.

Site has dense blocks of small text which are difficult to scan.

Inconsistent format and color used for hyperlinks.



Accessibility

Current site contains ~50 broken links.

Search response is very slow.

Site has accessibility issues (e.g. missing ALT tags, inaccessible PDFs, non-underlined links)

Site is not responsive for mobile or tablet users.

GPhA Efforts

- The generic pharmaceutical industry pays user fees to the FDA through the Generic Drug User Fee Act (GDUFA). For more information on ways that GDUFA impacts safety and quality, and enhances the abbreviated new drug application (ANDA) approval process for generic drugs, visit www.gdufanow.org.
- GPhA is engaged in ongoing collaborations with the FDA on science initiatives such as the Pharmaceutical Quality Initiative for the 21st Century and Quality by Design (QbD) program. Under the QbD system, products are designed to meet patient needs and performance requirements and the process is designed to consistently meet critical quality attributes. The process is continually monitored, evaluated and updated to allow for consistent quality over time.
- GPhA works closely with the United States Pharmacopeia, the organization in the U.S. that sets drug

Press Releases

10.24.16	Jeffrey K. Francer Joins GPhA as Senior Vice President and General Counsel
10.21.16	David Gaugh, Senior Vice President, Sciences and Regulatory Affairs, GPhA, Remarks on GDUFA II
10.19.16	Generic Drugs Continue to Deliver Billions in Savings to the U.S. Healthcare System, New Report Finds
9.19.16	Chip Davis, President and CEO, GPhA, Remarks on Generic Drug Competition and Drug Costs
8.31.16	GPhA Statement on the Generic Drug User Fee Amendments
6.21.16	GPhA Welcomes Senate Hearing to Examine REMS Abuse by Certain Brand Drug Companies, Identify Ways to Boost Patient Access to Affordable Medicines
6.13.16	GPhA Names Kathryn L. Anderson, Vice President, Federal Government Affairs
5.23.16	GPhA Welcomes New Board Member, Mike Raya, CEO, West-Ward Pharmaceuticals
5.12.16	GPhA Applauds New JAMA Research, Identifies More Opportunities for Generic Drug Savings
5.2.16	Statement by David Gaugh, Senior Vice President, Sciences and Regulatory Affairs, Regarding the USTR Special 301 Report

Competitor Review

PhRMA

Homepage

Homepage content:
Featured content
About PhRMA
Blog
Data
Videos
Newsletter

Very easy content sharing

Strong calls to action:
Stay Connected

The screenshot displays the PhRMA homepage with a dark blue header containing navigation links: ABOUT, ADVOCACY, SCIENCE, PATIENTS, RESOURCES, and BLOG. The main content area features a large orange-tinted image of hands holding a pill, with a 'REPORT' icon and the title 'Medicines in Development for Diabetes 2016 Report'. Below this, it states that America's biopharmaceutical research companies are currently developing more than 170 innovative new medicines to help the more than 30 million Americans affected by diabetes. A 'SHARE THIS' button with social media icons is also present.

To the right of the main image are three smaller featured content blocks: 'POLICY PAPER' titled 'Promoting a Proactive Policy Agenda' with an image of the US Capitol, 'FROM PHRMA' titled 'People Behind the Science' with an image of a scientist, and 'REPORT' titled 'Prescription Medicines: Costs in Context' with an image of medicine bottles.

Below these is a white banner with the text: 'The Pharmaceutical Research and Manufacturers of America, PhRMA, represents the country's leading biopharmaceutical researchers and biotechnology companies.'

The 'LATEST FROM THE Blog' section features four articles in a grid:

- Medicare Monday: New research finds trends in Average Sales Price of Part B drugs remains stable**
By Kelsey Lang on December 19, 2016
- New report provides recommendations for securing and protecting IP**
By Mark Grayson on December 13, 2016
- Medicare Monday: Negotiation in Medicare Part D works**
By Allyson Funk on December 12, 2016
- Video: Translating science into new medicines**
By Andrew Powaleny on December 12, 2016

The 'Statistics' section consists of three white boxes with teal and orange accents:

- \$2.6 BILLION**
The average cost to develop one new medicine.
- 171 MEDICINES IN DEVELOPMENT**
to treat diabetes
[Learn More](#)
- 8 MONTHS**
Priority FDA review time thanks to PDUFA
[Learn More](#)

The 'Videos' section features four video thumbnails with titles and 'WATCH THIS VIDEO' buttons:

- Translating science into new medicines**
PhRMA.org
- PhRMA's Dr. Chin talks about Diabetes**
PhRMA.org
- Biomarkers and Surrogate Endpoints**
PhRMA.org
- I'm Not Average - CJ**
From Hope to Cures

The footer includes the 'STAY Connected' logo, a text input field for an email address, and a teal 'Subscribe' button.

Navigation

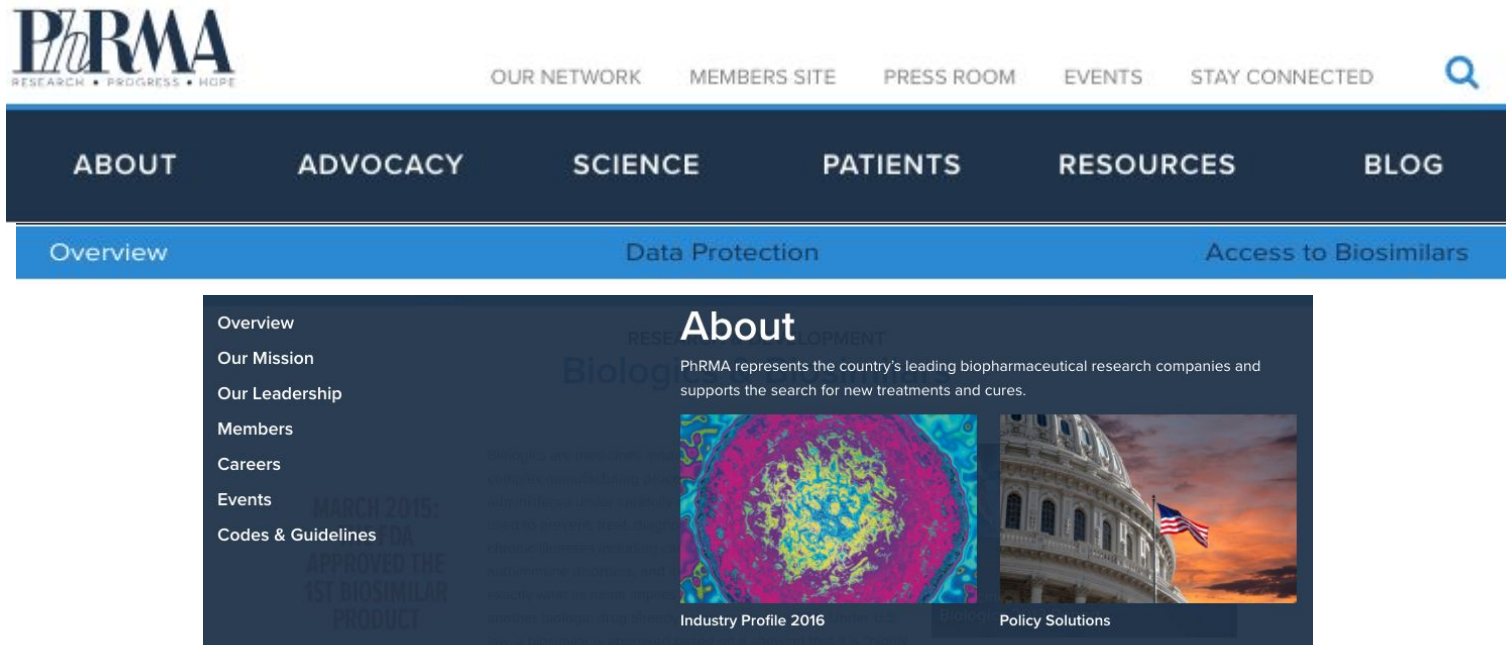
Navigation targeted toward specific user types:

Advocates

Scientists

Patients

Main navigation (except blog) all have a full screen modal window with secondary navigation, a description, and highlighted content.



Content & Text

Content is timely, engaging, and varied.

Copy is jargon-light; understandable by non-technical users.

Tone could be more positive and action/outcome-oriented.


RESEARCH & DEVELOPMENT

Biologics & Biosimilars

**MARCH 2015:
THE FDA
APPROVED THE
1ST BIOSIMILAR
PRODUCT**

Biologics are medicines made from living cells through highly complex manufacturing processes. They must be handled and administered under carefully monitored conditions. Biologics are used to prevent, treat, diagnose, or cure a variety of serious and chronic illnesses including cancer, chronic kidney disease, autoimmune disorders, and infectious diseases. A biosimilar is exactly what its name implies — it is a biologic that is “similar” to another biologic drug already approved by the FDA. Under U.S. law, a biosimilar is approved based on a showing that it is “highly similar” to an FDA-approved biological product, known as a reference product. It may not have any clinically meaningful differences in terms of safety and effectiveness from the reference product.

In 2010, Congress approved the Biologics Price Competition and Innovation Act (BPCIA), creating an abbreviated approval pathway for biosimilars, while maintaining incentives for continued medical advances. The legislative intent was to balance the desire for increased competition among biologics from biosimilar products with the need for incentives to support future medical innovation. Congress achieved this balance by providing biopharmaceutical innovators with 12 years of data protection for biologic medicines. To date, the FDA has issued several draft and final guidance documents to assist biosimilar sponsors in generating data to support biosimilar applications. FDA guidance and regulations provide insight into the agency's current thinking regarding how it will evaluate biosimilar biological products. The FDA approved in March 2015, the first biosimilar product for marketing in the United States.



REPORT

Medicines in Development for Biologics 2013 Report



Small-molecule versus large-molecule

With more biologic medicines becoming available to treat a broad range of health conditions, it's important to understand how these complex, “large-molecule” medicines differ from small-molecule medicines people may be more familiar with.

FACT SHEET

Biologics: What Makes Them Different?

Biotechnology Innovation Organization (BIO)

Homepage

Homepage includes a clear description of the organization

Homepage includes only one featured news article

Action-driven modules:

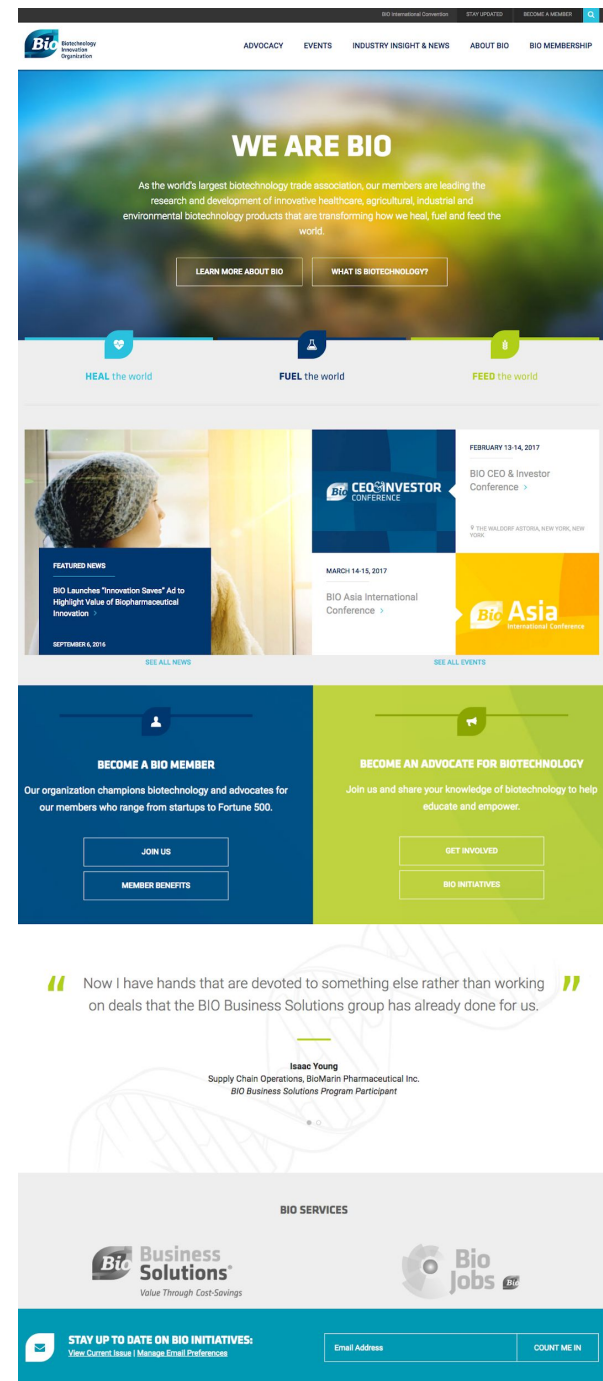
HEAL the world

FUEL the world

FEED the world

Become a member

Become an advocate



Navigation

Breadcrumbs show location within site.

Secondary navigation in sidebar.

Jim Greenwood on the Road seems like an attempt to make BIO seem more personable and approachable, but sounds like Jim is on vacation.

Biotech Basics

Areas of Focus

Jim Greenwood on the Road

Employment Opportunities at
BIO

Executive Committee &
Governing Boards

Senior Staff

Initiatives

Issues are labelled Initiatives, making them seem more positive and actionable.

Goal-oriented instead of problem-oriented.

Goal oriented copy can motivate users to take action, while the negativity of problem oriented copy can lead to inaction.

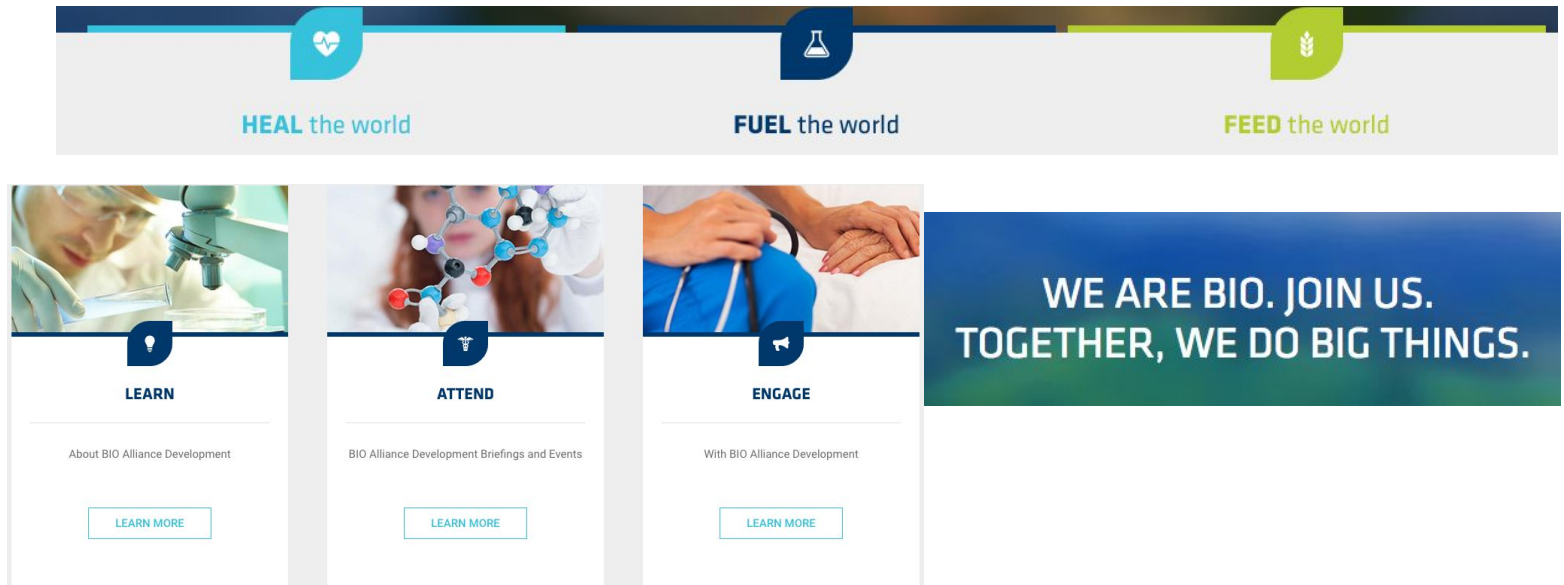
Each initiative expands to include a 1-4 paragraph summary if desired.

Strengthening the Healthcare System	+
Building 21st Century Approaches to Cures/Drug Discovery, Development and Delivery	+
Support for the National Institutes of Health (NIH)	+
Robust Funding for Federal Biodefense and Pandemic Influenza Programs	+
Target Abuses of the U.S. Patent System without Weakening Innovation and Economic Growth	+
Promoting Innovation Through the Tax Code	+
Uniform Genetically Modified Organism (GMOs) Labeling	+
Get the Renewable Fuel Standard back on track	+

Content & Text

Messaging is positive and actionable.

Includes member testimonies to increase trustworthiness.

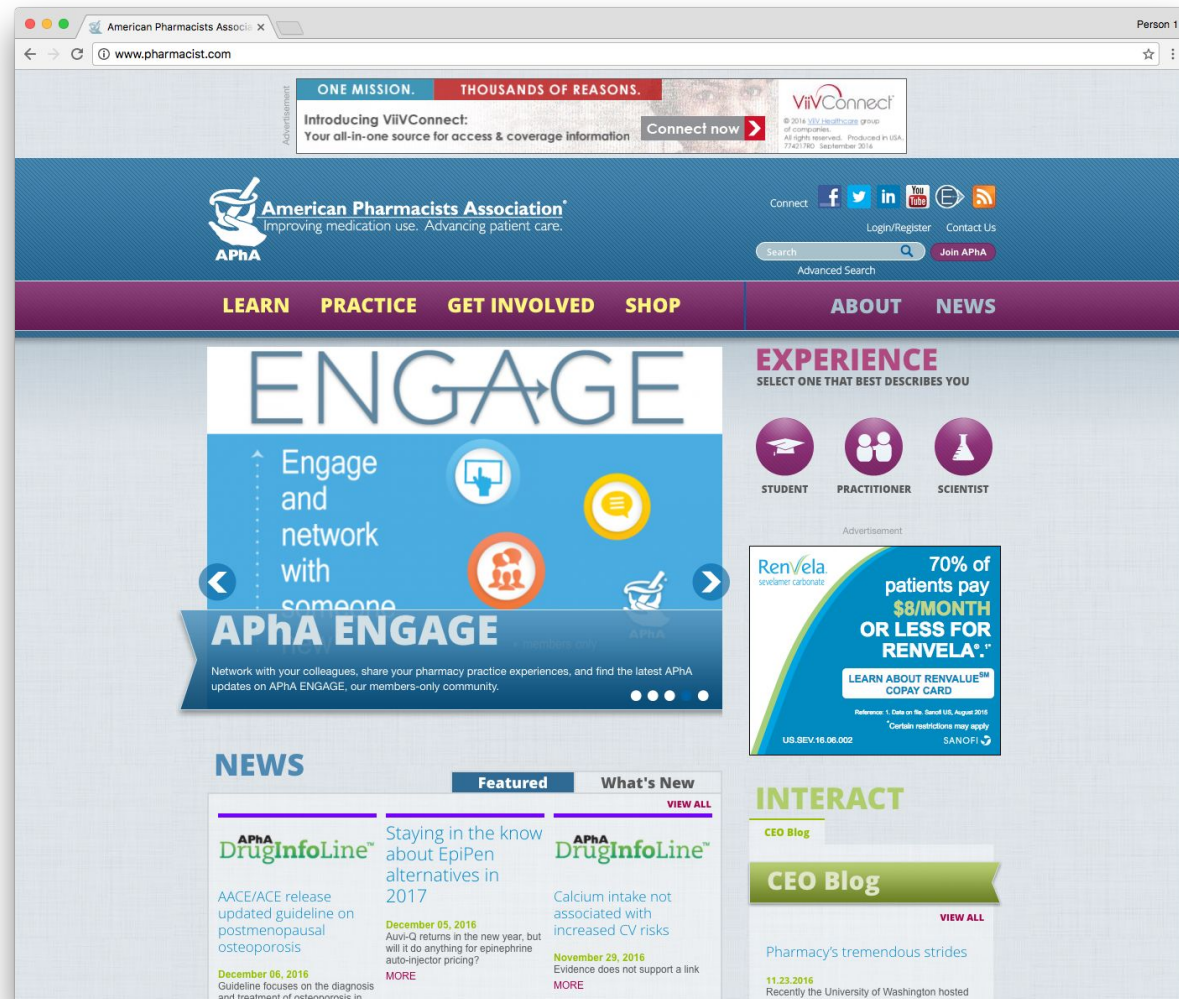


“ Now I have hands that are devoted to something else rather than working on deals that the BIO Business Solutions group has already done for us. ”

Other Related Sites

American Pharmacists Association

Action-oriented navigation will entice users to browse site.



Commonwealth Pharmacists Association

Homepage messaging is direct, engaging, and actionable.

The screenshot shows the homepage of the Commonwealth Pharmacists Association. The header features the organization's logo on the left, which consists of a purple globe icon with a white mortar and pestle. To the right of the logo is the text "COMMONWEALTH PHARMACISTS ASSOCIATION". Further right is a navigation menu with links: "Hello, [signin](#) or [join](#)" (with a magnifying glass icon), "DONATE" (in a purple box), "About", "What We Do", "Online Learning", and "Contact Us". Below the navigation menu is a large hero image of a diverse group of young people smiling and looking at a globe. Overlaid on this image are two call-to-action buttons: "Help set something powerful in motion" (in a purple box) and "BECOME A MEMBER" (in a white box with a purple border). To the right of the hero image are social media icons for Facebook and Twitter, and a list of three items: "01. MEMBERSHIP", "02. AMR", and "03. PHARMAID". Below the hero image is a section with the heading "Empowering pharmacists to improve health and wellbeing throughout the Commonwealth". This is followed by a paragraph of text: "The Commonwealth encompasses some of the world's poorest nations. The CPA advances health, promotes wellbeing and improves education for the benefit of the people of the Commonwealth. We support the development of safe and effective systems of medicines management, healthier lifestyles, and the reduction of health inequalities. We achieve this through building strong collaborative networks, partnering with member organizations to improve the quality of pharmacy practice and creating platforms for the dissemination of knowledge about pharmaceutical sciences and professional practice." At the bottom of the page is a section titled "Our work in the Commonwealth".

COMMONWEALTH
PHARMACISTS
ASSOCIATION

Hello, [signin](#) or [join](#)  [DONATE](#)

[About](#) [What We Do](#) [Online Learning](#) [Contact Us](#)

[BECOME A MEMBER](#)

[f](#) [t](#)

[Help set something powerful in motion](#)

01. MEMBERSHIP 02. AMR 03. PHARMAID

Empowering pharmacists to improve health and wellbeing throughout the Commonwealth

The Commonwealth encompasses some of the world's poorest nations. The CPA advances health, promotes wellbeing and improves education for the benefit of the people of the Commonwealth. We support the development of safe and effective systems of medicines management, healthier lifestyles, and the reduction of health inequalities. We achieve this through building strong collaborative networks, partnering with member organizations to improve the quality of pharmacy practice and creating platforms for the dissemination of knowledge about pharmaceutical sciences and professional practice.

Our work in the Commonwealth

Recommendations

Make content more approachable

The current site is very text heavy and structured for a more expert community. This makes it a little overwhelming or intimidating for most non-experts who become frustrated and often give up.

In order to make it easier to read, we recommend creating chunks or blocks of content, making it easier for people to scan for specific items of interest. To do this, consider using more of the following:

- Imagery and whitespace
- Bulleted lists
- Shorter paragraphs

Clinical Trials

What are Clinical Trials?

[Clinical trials](#) are research studies that explore whether a medical strategy, treatment, or device is safe and effective for humans.

The Importance of Children in Clinical Studies

Children have often had to accept medicines and treatments based on what is known to work in adults. As a society, we should not agree to this "hand-me-down" approach. Many efforts are being made to provide proper research for children, to find the best treatments, drugs, and devices for them. Read more about [Children and Clinical Studies](#).

[NHLBI Trials](#)

These studies are conducted by the NHLBI at the NIH Clinical Center in Bethesda, Maryland. We welcome inquiries from patients as well as physicians. Studies include research on diseases of the heart and blood vessels, lungs, blood cells and bone marrow, and cholesterol. Qualified patients will receive free evaluation and treatment.

[Clinical Trial Websites](#)

Use Plain Language to Engage Non-Experts

Use of jargon terms and acronyms can alienate and confuse people who are not industry experts.

- e.g. Risk Evaluation and Mitigation Strategies (REMS)

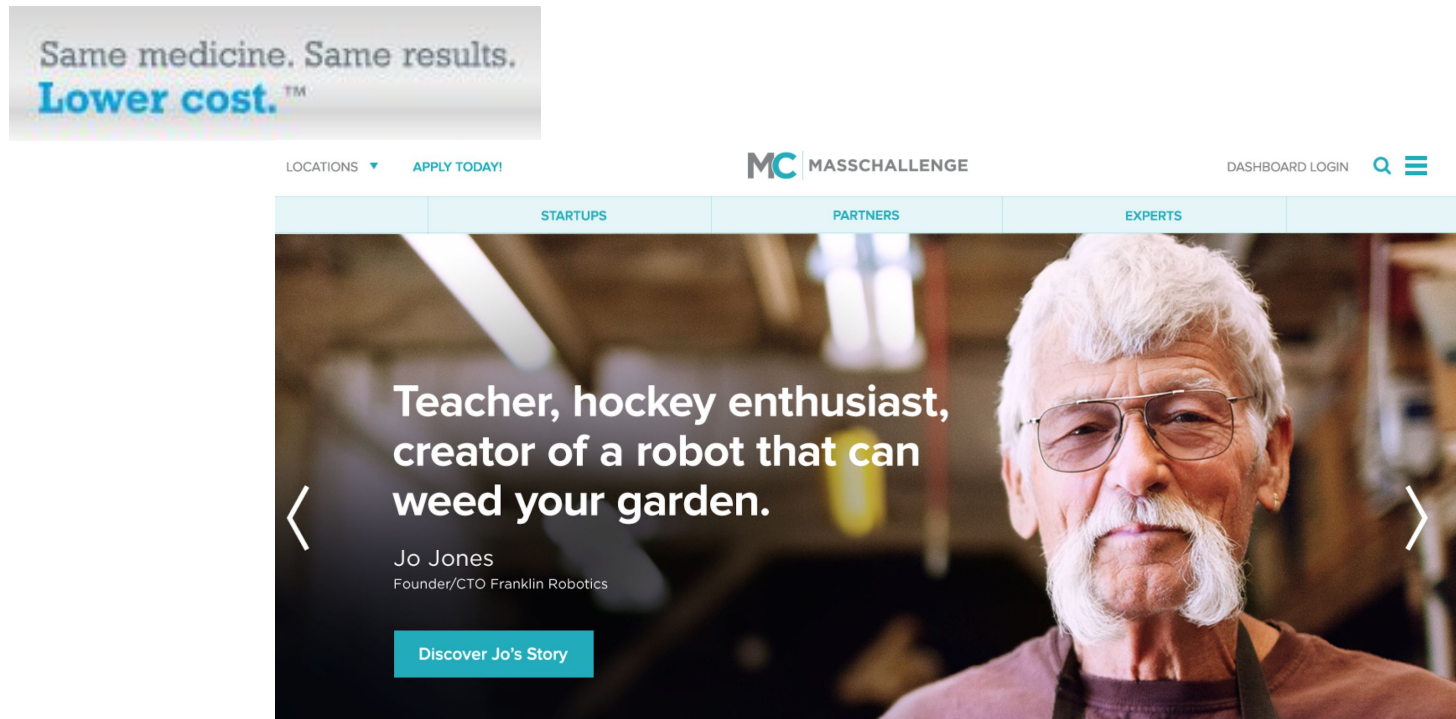
For acronyms, wherever possible use the full names of specific items and then include the acronym in parenthesis after the name.

To reduce jargon, try to find alternatives which describe a little bit more of what they are but are still recognizable to those who know what they are. For example, for something such as Biosimilars, consider “Biologic medicines” or “Biosimilar medicines”

Messaging and Engagement

Currently, the messaging is very targeted and scientific. It lacks a coherent, compelling narrative.

Leverage emotionally engaging stories backed by solid impact statements to pull users into the site. Inspiring, humanizing messaging could be leveraged to convey the importance of GPhA's mission and make the organization, website and content more compelling.



Increase Media Connectedness

Currently, new stories are difficult to locate on the website. There is also limited opportunities to share information on social media via site mechanisms. There is also no press kit.

Provide resources for the website visitors to share and advocate for GPhA. When these resources are provided it enables journalists, patient advocates, and patients themselves to advocate, document, and bring awareness with much less effort. It reduces their workload and the workload of the GPhA staff for increased media visibility.

4 Effective Ways to Boost Traffic by Adding Social Share Buttons



Social Media has brought together over 2 billion users and made mass communication affordable to every individual. It has created a cost effective and scalable opportunity for businesses to distribute their marketing messages to enormous audiences.

Attract New Members

The current website provides little information on the benefits of membership, making it unlikely that someone would spend the effort to inquire about becoming a member.

Create a section with clearly stated benefits and an obvious call to action to quickly and easily contact the membership point of contact.

THE ECONOMIC CLUB
OF WASHINGTON, D. C.

ABOUT USEVENTSMEMBERSHIPEDUCATIONSPONSORSNEWS & MEDIA

HOME » MEMBERSHIP » ABOUT MEMBERSHIP

ABOUT MEMBERSHIP

The Economic Club of Washington, DC is a nonprofit, peer group organization. Membership is exclusive to executive-level leaders of top tier businesses, whether based in the Washington region or elsewhere in the US. Through our programs, members gain valuable insight into global economic, business, and political issues that impact their companies' success. Members also interact with peers in ways that strengthen the area business community and support their ability to effectively guide their firms' commerce.

Benefits of Membership

Members may attend up to 10 Signature Events each

2015 - 2016

ANNUAL REPORT

Events

