

**POSSIBLE**

# **XOLAIR**

SITE COMBINATION POV



09.23.2016

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**To Combine or Not To  
Combine?**

## To Combine or Not to Combine?

Managing multiple websites can be beneficial for marketing distinct offerings, and if the website content is distinct enough to stand on its own. However, if your multiple sites have significant content overlap, consolidating sites can enhance your audience's experience.

Benefits of combining multiple websites include

- **Eliminating duplicate content.** Identical content on multiple sites makes it difficult for search engines to determine which version of the content is relevant.<sup>1</sup>
- **Branding consistently.** Merging website content aids in keeping brand messaging consistent and helps audiences focus on specific products or services.<sup>2</sup>
- **Providing a one-stop shop for audience.** Cuts down on user confusion.
- **Maintaining fewer websites.** Merging multiple sites eliminates having to make the same updates on more than one site.

## To Combine or Not to Combine (cont'd)

### Reasons to Keep Sites Separate

- **Distinct content.** Subject matter of sites is specific enough to stand on its own.
- **Possible loss of domain authority.** Combining sites may cause some top-level pages to lose page rank.<sup>1</sup>
- **Demonstrating expertise on a specific topic.** Having one website dedicated to a specific product or service helps to demonstrate expertise in that field.<sup>2</sup>
- **Need to provide redirects.** This can be a time-consuming effort.
- **Support for marketing campaigns.** Separate sites can be used part of a marketing strategy to promote different products or services, or to support short- and long-term campaigns.

# **Content Overlap on XOLAIR.com Healthcare Provider (HCP) Sites**

## Content Overlap on XOLAIR.com HCP Site

The below pages from XOLAIR.com HCP sites feature identical content.

- Contact Us
- Prescribing Information
- Resources & Support at a Glance
- XOLAIR Co-Pay Card Program
- XOLAIR Starter Program
- XOLAIR Access Solutions
- Patient Assistance
- Additional XOLAIR Resources
- Genentech-Access.com/XOLAIR
- XOLAIR Step-by-Step
- Insurance Coverage Processes
- Enrolling Patients in Assistance Offerings
- Starting Patients on XOLAIR
- Coding & Billing
- How to Prepare & Administer XOLAIR\*
- Physician Registry & Locator
- Find an Injection Facility

*\*This page has similar but not identical content.*

# Content Overlap (cont'd)

## Allergic Asthma

## CIU

FOR U.S. PATIENTS HEALTHCARE PROVIDERS IMPORTANT SAFETY INFORMATION FULL PRESCRIBING INFORMATION

Xolair Omalizumab Open Menu

Resources & Support

Model for illustrative purposes only.

ay Card Program Using the XOLAIR Co-pay Card XOLAIR Starter Program Additional XOLAIR Resources XOLAIR Ac

Resources & Support at a Glance

### XOLAIR Co-pay Card Program

Helping eligible patients with out-of-pocket (OOP) costs.

- Eligible patients pay \$5 per drug co-pay until a maximum of \$10,000 of co-pay assistance per 12-month period is reached.

Please visit [XOLAIRCopay.com](http://XOLAIRCopay.com) to learn complete program terms and conditions.

INDICATION

XOLAIR® (omalizumab) IS INDICATED FOR adults and adolescents (12 years of age and above) with moderate to severe persistent allergic asthma uncontrolled on inhaled corticosteroids or CIU (chronic idiopathic urticaria) uncontrolled by H1 antihistamine treatment.

→ READ MORE

IMPORTANT SAFETY INFORMATION

WARNING: Anaphylaxis. Anaphylaxis presenting as bronchospasm, hypotension, syncope, urticaria, and/or angioedema of the throat or tongue, has been reported to occur after administration of XOLAIR...

→ READ MORE

FOR U.S. PATIENTS HEALTHCARE PROVIDERS IMPORTANT SAFETY INFORMATION FULL PRESCRIBING INFORMATION

Xolair Omalizumab Open Menu

Access & Reimbursement

XOLAIR Access Solutions Patient Assistance XOLAIR Co-pay Card Program Using the XOLAIR Co-pay Card Program

Resources & Support at a Glance

### XOLAIR Co-pay Card Program

Helping eligible patients with out-of-pocket (OOP) costs.

- Eligible patients pay \$5 per drug co-pay until a maximum of \$10,000 of co-pay assistance per 12-month period is reached.

Since 2008, the XOLAIR Co-pay Card Program has helped more than 63,000 eligible patients with their drug co-pay.<sup>1</sup>

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→ READ MORE

# Content Overlap (cont'd)

## Allergic Asthma

## CIU

FOR U.S. PATIENTS HEALTHCARE PROVIDERS

IMPORTANT SAFETY INFORMATION FULL PRESCRIBING INFORMATION

Xolair®  
Omalizumab  
FOR SUBCUTANEOUS USE

Open Menu

Dosing & Administration

Overview of Dosing & Administration Dosing for XOLAIR How to Prepare & Administer XOLAIR Locate an Injection Facility

### How to Prepare & Administer XOLAIR

XOLAIR is administered subcutaneously every 4 weeks at 150 or 300 mg per dose, or every 2 weeks at 225, 300, or 375 mg per dose. Because the solution is slightly viscous, the injection may take 5 to 10 seconds to administer.

#### Storage

XOLAIR should be shipped at a controlled ambient temperature ( $\leq 30^{\circ}\text{C}$  [ $\leq 86^{\circ}\text{F}$ ]). Prior to reconstitution, XOLAIR should be stored under refrigerated conditions ( $2^{\circ}\text{C}$  to  $8^{\circ}\text{C}$  [ $36^{\circ}\text{F}$  to  $46^{\circ}\text{F}$ ]). Do not use XOLAIR beyond the expiration date stamped on the carton.

To learn more, watch this video or read the [administration instructions](#).

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AA: 1.9% of content is distinct

CIU: 3% of content is distinct

# Relevant Analytics

# Relevant Analytics

Search analytics reflect that users are primarily searching for content that is not condition specific – e.g., dosing information, co-pay card.

## Top Search Keywords

1. Xolair
2. Xolair dosing
3. Omalizumab
4. Xolair co-pay card
5. Xolair dosing calculator
6. Xolair prescribing information
7. Xolair access solutions
8. Xolair dose
9. Urticaria activity score
10. Xolair dosing chart

# **XOLAIR.com HCP Sites: The Case for Combining**

## Recommendation for XOLAIR.com HCP Site

### Combining the AA and CIU sites

- **Meets user needs.** Visitors to XOLAIR.com HCP sites are searching for content that's repeated across the AA and CIU sites. Consolidating will cut down on user confusion.
- **Streamlines the site,** by eliminating unnecessary repetition and focusing users on the information they want to find.
- **Consolidates popularly searched info** (e.g., Prescribing Information, Dosing) into easy-to-find areas of the site.
- **Efficiency of task completion,** users can complete tasks more efficiently by eliminating unneeded steps (e.g., potentially navigating between experiences)

# Considerations When Combining Websites

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- *Audience.* Newly merged site should speak to all customer audiences.
- *Redirects.* Ensure pages that are merged are redirected to appropriate pages in the new site – not just to the homepage of the newly merged site. This helps to maintain link authority.
- *Content.* Capture all content from both sites for migration into new, combined site.
- *Guiding our user.* Ensure users feel that the site is addressing his or her needs, and by guiding to relevant content.

# HCP Examples

## Symbicort

SYMBICORT® (budesonide/formoterol fumarate dihydrate) Inhalation Aerosol For Health Care Professionals

Important safety information | Indications | Prescribing Information including Boxed WARNING | Medication Guide | AZ Medical Information Support

For US Health Care Professionals | Patient Site | Sign Up for Info | Search

COPD | ASTHMA | RESOURCES | ABOUT SYMBICORT | SYMBICORT Savings Offer\*

**SYMBICORT 160/4.5 for the maintenance treatment of COPD**

**BETTER BREATHING WITH FAST CONTROL**

**SYMBICORT is NOT a rescue medication and does NOT replace fast-acting inhalers to treat acute symptoms**

<sup>†</sup>Sustained improvement in lung function was demonstrated in a 12-month efficacy and safety study.<sup>1,3</sup>

<sup>‡</sup>In a serial spirometry subset of patients taking SYMBICORT 160/4.5 (n=121) in the SUN Study, 67% of 1-hour postdose FEV<sub>1</sub> improvement occurred at 5 minutes on day of randomization, 83% at month 6, and 84% at end of treatment.<sup>1-3</sup>

The most common adverse reactions ≥3% reported in COPD clinical trials included nasopharyngitis, oral candidiasis, bronchitis, sinusitis, and upper respiratory tract infection.

**#1 ICS/LABA PRESCRIBED BY PULMONOLOGISTS**  
for new patients\*\*

**IMPORTANT SAFETY INFORMATION, INCLUDING BOXED WARNING**

- WARNING: Long-acting beta<sub>2</sub>-adrenergic agonists (LABA), such as formoterol, one of the active ingredients in SYMBICORT, increase the risk of asthma-related death. A placebo-controlled study with another LABA (salmeterol) showed an increase in asthma-related deaths in patients receiving salmeterol. This finding with salmeterol is considered a class effect of LABA, including formoterol.

### Why it Works

- Drug info consolidated in one section (“About Symbicort”)
- Info that’s not condition-specific (ISI, Medication Guide, etc.) clearly displayed in top nav.

# HCP Examples

## Spiriva

The screenshot shows the Spiriva HCP website for Asthma Medication. The browser address bar displays [https://hcp.spiriva.com/asthma?utm\\_source=PatientSite](https://hcp.spiriva.com/asthma?utm_source=PatientSite). The top navigation bar includes links for Prescribing Information, Important Safety Information, Instructions for Use, and Patient Site. Below this, there are tabs for SPIRIVA RESPIMAT (tiotropium bromide) Inhalation Powder, SPIRIVA for COPD, How to Use SPIRIVA, and Support. The main content area features a large image of a woman blowing a bubble, with a smaller image of her taking a photo. The headline reads "A Different Approach Adds New Expectations for Asthma<sup>1</sup>". Below the headline, there are sections for "INDICATIONS" and "IMPORTANT SAFETY INFORMATION". The "INDICATIONS" section states that SPIRIVA RESPIMAT, 1.25 mcg, is a bronchodilator indicated for the long-term, once-daily, maintenance treatment of asthma in patients 12 years of age and older. The "IMPORTANT SAFETY INFORMATION" section states that SPIRIVA is contraindicated in patients with a history of hypersensitivity to tiotropium, ipratropium, or any component of either product. A small image of the SPIRIVA RESPIMAT inhaler is shown at the bottom right.

**INDICATIONS**

SPIRIVA RESPIMAT, 1.25 mcg, is a bronchodilator indicated for the long-term, once-daily, maintenance treatment of asthma in patients 12 years of age and older.

SPIRIVA RESPIMAT, 2.5 mcg, and SPIRIVA HANDIHALER (tiotropium bromide inhalation powder) are indicated for the long-term, once-daily, maintenance treatment of bronchospasm associated with chronic obstructive pulmonary disease (COPD), including chronic bronchitis and emphysema, and for reducing COPD exacerbations.

SPIRIVA is not indicated for relief of acute bronchospasm.

**IMPORTANT SAFETY INFORMATION**

SPIRIVA is contraindicated in patients with a history of hypersensitivity to tiotropium, ipratropium, or any component of either product.

## Why it Works

- Non condition-specific info consolidated in top nav
- Sections are labeled clearly (“Safety,” “Dosing,”) – not generically