



# Are you talking to me?

Personalisation on the TGA website

Jennifer Cox | Murray Woodman



# Jennifer Cox

User Experience team leader @ TGA:

- Human-centred design focus
- 10 years experience working on the TGA website
- 30 plus years as a graphic designer
- Passionate about improving the experience of visitors to our website
- Hates writing profiles!











Managing Director, Morpht:

- Building smarter websites
- Semantic web, personalisation, AI
- Working with TGA for last two years





# What is personalisation?

ıstralian Governmei

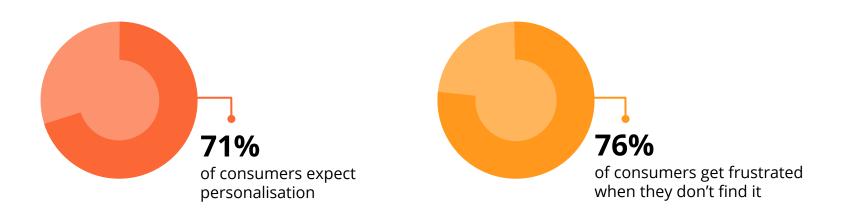
Department of Health and Aged Care Therapeutic Goods Administration

- Tailoring content a visitor sees on your website for a more relevant and rewarding experience.
- Context is determined by user behaviour:
  - types of content viewed
  - actions and journeys undertaken
  - geo season, location
  - time of day





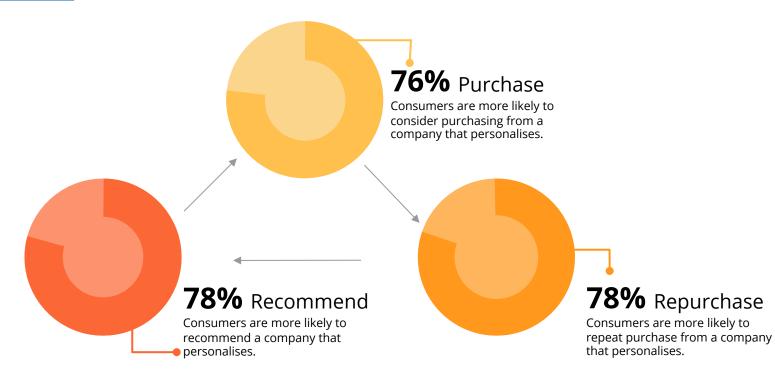
# Why personalisation?







# Why personalisation?







# Why personalisation?

# Not just a technical problem, it's a business and trust problem





### Benefits

- Customer engagement
- Clear pathways to relevant content
- Transactional efficiency and success
- Cost savings to both TGA and our users
- Brand affinity
- Authority









### TGA landscape

- Varied audiences
- Sponsor audience group segmented by product type
- Content is focused on guidance and driving towards a transaction
- The information is deep and complex for the user to find their way through





### Dimensions and tasks



### Audience

The audience affinity based on content viewed.



### Product type

To further segment the Sponsor audience group.



**Service** The most recently visited service.



**Topic** The topic affinity based on

content viewed.

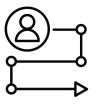


### Next best step



### Intent

The most recently visited page associated with an intent (guidance, decision tree, resource).



**Pathway** User coming in from a logged in experience



**Outcome** An outcome of a decision tree.



### Campaign

User entering site from a newsletter.



Stage

How much the user has explored the site.







### The Profile

- How we build a profile for each user
- Data is saved in a user's browser local storage
- Privacy of data on SaaS is ensured
  - No PII stored on TGA site or shared with TGA
  - We only track the dimensions users interact with

ζ	Ж	$\underline{8}$
	Π	* 



The Pilot

**Morpht** 





Audience tasks Product type tasks Service tasks Next best step CTA

SS





### We set the tasks

Node title	Node URL					
service.general (default list of service - not personalis	sed)					
TGA Business Services databases and secure email	TGA Business Services databases and secure email   Therapeutic Goods Administration (TGA)					
Application and enquiry portals	Application and enquiry portals   Therapeutic Goods Administration (TGA)					
Reference information for applications	Reference information for applications   Therapeutic Goods Administration (TGA)					
service-pre-submission-meeting (user visits Service: Request a pre-submission meet	ing Request a pre-submission meeting   Therapeutic Goods Administration (TGA)					
Service: Request a pre-submission meeting	Request a pre-submission meeting   Therapeutic Goods Administration (TGA)					
Pre-submission planning	https://www.tga.gov.au/how-we-regulate/supply-therapeutic-good-0/supply-prescription-medicine/pre- submission-planning					
Literature based submissions (needs rewriting)	Literature based submissions   Therapeutic Goods Administration (TGA)					
service-apply-new-ingredient-name						
(user visits Service: Apply for a new ingredient name: <u>Apply for a new ingredient name   Therapeutic Goods Administration (TGA)</u>						
Service: Apply for a new ingredient name	Apply for a new ingredient name   Therapeutic Goods Administration (TGA)					
Proposing a new ingredient name	Proposing a new ingredient name   Therapeutic Goods Administration (TGA)					
Ingredients in therapeutic goods	Ingredients in therapeutic goods   Therapeutic Goods Administration (TGA)					
service-apply-orphan-drug						
(user visits Service: Apply for Orphan drug designation: Apply for orphan drug designation   Therapeutic Goods Administration (TGA)						





### Audience tasks

trailans stay healthy and the stay of the	and Sunscreen Mis	ACE FBOT a SPE 50+ a supdated Jee	Report a problem or side effect Reporting adverse events (side effects to medicines and problems with medical devices) helps make medicines and medical devices safer for everyone.	Safety alerts Read the latest safety alerts for medicine or medical devices with possible risks.	Shortages Beach for information about a medicine shortage. Find out how to manage a medical device supply disruption.	Product recalls Find information about a health product recall.
revoka ingenition for enviroament, hain to can enviroament, hain to can enviroamenta and industry. In tasks Report a problem market enviroament on the second and the second on the second and the second and the second and the second on the second and the second and the second and the second on the second and the second and the second and the second on the second and the second and the second and the second on the second and the second and the second and the second on the second and the seco	sunscreen, do r on your face. Se	ot spray it dire oray the sunse	Database of Adverse Event Notifications (DAEN) Provides information about adverse events and incidents related to therapeutic goods used in Australia.	Medicinal cannabis hub Information about access pathways for medicinal cannabis products.	Entering Australia There are rules about bringing medicines and medical devices into Australia.	
Partabase of Idverse Event dotifications DAEN) modes information about downs works and downs works and downs works of morportic goods used in employed goods used in employ.	Madicinal cannabis hub Information about access pathways for medicinal cannabis products.	Entering A There are nules a bringing medicin medical devices Australia.				

- Set of tasks or information links on the homepage
- Triggered by the use of content tagged for a specific audience
- Audiences defined
  - Sponsor
  - Manufacturer
  - Health professionals
  - Advertisers
  - Consumer





### Product type tasks

are Australia's governr	s Administration (TG nent authority responsible for products that are defined as t	evaluating.	Top tasks for medi	cine		1
	In the second seco	to help	TCA Business Services databases and secure email Search the TCA Bunness Services databases and use secure email.	International scientific guidelines adopted in Australia Review international adopted in Australia before macutacturing and supplying your medicine or biological.	Evaluation Plan Estimators The evaluation plan estimators can be used to approximate the dates of the mileistones in the prescription medicine registration process	Supply a prescription medicine keyst supply percertain medicine in Austalia. This includes how to register the product in the Austalian Register of Therepould Goods (ARTG) and guidance to understand the organig responsibilities.
Pp tasks Report a problem or side effect Macring ladware source lose effects to medicine and problems water resolutions and recently resolutions and recently resolutions and recently	Safety alerts Date for some owner almost for individual contraction devices with groundle risks.	Short Search II Social of Find sur medice- disciplic	Supply a nonprescription medicine Information on how to supply anon-prescription medicine.	Prescription medicines under evaluation These applications for new medicines or new uses for existing medicines are under evaluation by the TGA.	Manufacture a medicine Regulatory responsibilities and expectations for medicine manufacturers.	Medicines and biologicals Fiel Information on labelling and packaging for medicines and biologicals.
Database of Adverse Event Notifications (DAEN) Provides information about adverse works and incidents related to therapeutic poods used in Australia.	Medicinal cannabis hub Internationabout access partways in medicinal carnetis products.	Entering A There are noted bining medical medical device Australia				

- Set of tasks targeted to a segmentation of the Sponsor audience group
- Triggered by use of content tagged for a specific product type
- Product types defined
  - Biological
  - Medical devices
  - Medicine
  - Other therapeutic (no tasks assigned)
  - Unapproved product (no tasks assigned)



shortages

Monitoring, safety and shortages o medicines and medical devices

nforcement hub

rings together news a



### Service and guidance

low we regulate				
	or medical device into cur Australian 1	Get started		
Inderstand our rules for manufactu	ring, packaging and advertising.		legally sell or supply a therapeutic good in Australia. V is and other therapeutic goods. As part of the process	
Get started				
ind out how a company, sponsor or applicant can resortption medicines, biologicals, medical devic	Higgley set or supply a therapeutic good in Australia es and other therapeutic goods. As part of the proce	Apply for a new ingredient name	Proposing a new ingredient name	Ingredients in therapeutic goods
TGA Business Services (TBS) Set up your TGA Business Services	Supply a therapeutic good How to legally supply different types of therapeutic goods in Australia.	How to apply for a new approved ingredient name. The TGA cannot evaluate a new incaredient if it doesn't	If an ingredient name is not on the approved list, you can submit a proposal for it to be included.	Information on ingredients and proprietary ingredients in therapeutic
account and manage applications and ARTG entries.	Information on how to edd your product to the ARTO.	first have an approved ingredient name.	for it to be included.	goods.
here are strict rules around rearufacturing, ingre ur standards and requirements for therepeutic g		- what you can and cannot advertise. You must meet		
here are strict rules around manufacturing, ingre	dient use and names, what you need on your label and			
here are stict viss around nervulocluring, ingre- ar standards and requirements for therepards p ingreadients and the scheduling of medicines and chemicals beforevise no types of ispediwith and approved nerves, the Pensiahila provident Determination and the	elert use and normer, what you need on your label and boots supplied in Australia. Manufacturing Holomation to assist manufacturers understand but recolutors	het yay can and cannot eduntise. Yau must meet           Labelling and: packaging           Labelling and packaging		
here are not class assud neukature; trop a database activationens for historicity in proceedings and the scheduling of medicines and chemical assume in producing the class of the scheduling of the Neural Standard Chemical and Neural Standard the SCAPP.	der das der Sanz, sind genomen der gen bildet der wich zugelicht in Anzeiten. Menschaftschriftige Beitrungste bis keiner einenderschens underschaft im eingelichen eine Anzeitellichen, sollwährig beitrerete Anzeitellichen Richt of ihm regelichen für aberfräuge	And you can set cannot classified. You next next Labelling and sockapion With any port data and possible method for systematical method for systematical Element and softwarest		

- Set of 3 tasks to remind users of a service and the supporting guidance
- Displayed on the 'How we regulate' page
- Triggered by use of a service page.





### Next best step & Promotion

Autofilius Generational Beginnense of Halife and Aged Care Theopera Conde ad assistance	Nexes and Community. About an Search this website Q		
Products we regulate Product safety How we regulate Gu	idance and resources		
Standards & guidelines for + Loss = Brs < Sue or Yappy Repositor social The solid Restor (Second			
Registration process			
Analysis Residence Schörbers is in Einsteinisten Handreiten Under Analysis Residence Schörbers is in Einsteinisten Handreiten Insteinisten in Australia is schäng für Untersteinist auch für Consti- tentionen Insteinisten Bernard Bernard Mehren Bernard Bernard Mehren Bernard Bernard Mehren Bernard Bernard Mehren Bernard Bernard Mehren Bernard Bernard Mehren Bernard Mehre	New ingredient name If your ingredient is not already Names List for Therapeutic Sub for a new ingredient name.	Find out n	ow
<ul> <li>Variations to prescription medicines – excluding variations requiringly bioequivalence data</li> </ul>			
How to make variations to existing ARTO entries • International scientific guidelines adopted in Australia Lists of European Union Guidelines relating to medicines, both those			
Australia and those published as not adopted in Australia  • Eink management plans (RMP)			
<ul> <li>EXAMPa to be submitted for evaluation with certain higher-risk application biological in the ARTG or to vary an ARTG entry</li> </ul>	ins to enter a medicine or		
Literature based submissions     This document will assist sponsofs in compiling a literature based sub			
In a second term association of a company a memory and any second sec	se the evaluation plan		
Post-market monitoring			
Pharmacoviolance associabilities of medicine sponsors			
This document sets out the pharmacov/glance responsibilities of spo on the Australian Register of Therapeutic Goods (ARTG) and regulate	d by the TGA		
<ul> <li>Electronic submission of individual case safety (adverse events) reco This document sets out how to use the TCA electronic data interchan</li> </ul>	t) ge for ICSR submission using		
the E28 R2 format • Medicine shortages information			
Search for information about a medicine shortage and find out if then alternative product.	is a way to access an		
<ul> <li>Joint Tail-Medicines Australia publishes for the design and conduct marked an aurealiance (PMS) studies These guidelines apply to company-sponsored post-marketing surve anotaxioty</li> </ul>			
General information			
Australian Public Assessment Report (AusPAR) guidance			
Information about the structure, and processes for the compilation, re AuxPAR	view and publishing of an		
Medicine labels: Quidance on TOO 91 and TOO 92     Quidance is to help sponsors and manufacturers of medicines meet th	ne Australian labelling		
requirements Colourings used in medicines for topical and crail use			
Lists the colourings that may be used in topical and oral medicines, the			
Opicid reforms for new costumps     Opicid reforms information for approximate     The TGA is implementing reforms to reduce harm to patients while pr	oviding continued access to		
New ingredient name			
If your ingredient is not already in the Australian Approved Names List I you will need to apply for a new ingredient name.	for Therapeutic Substances Find out how		
and the second			

One call to action to remind users of a task they intend to perform.

- Delivered on all pages except Service
- Triggered by a Next Best Step calculated for each page view from pages such as Service and Guidance
- Promotes the 'next best action' based on the content viewed such as
  - Intent, Outcome, Campaign, Stage
- Expires after an hour
- Expires when the promoted page is visited.

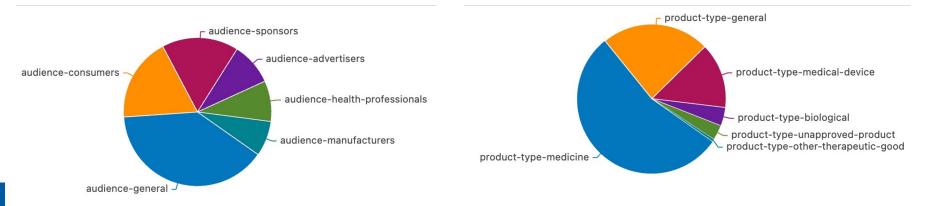




# Analytics dashboards

### Audience

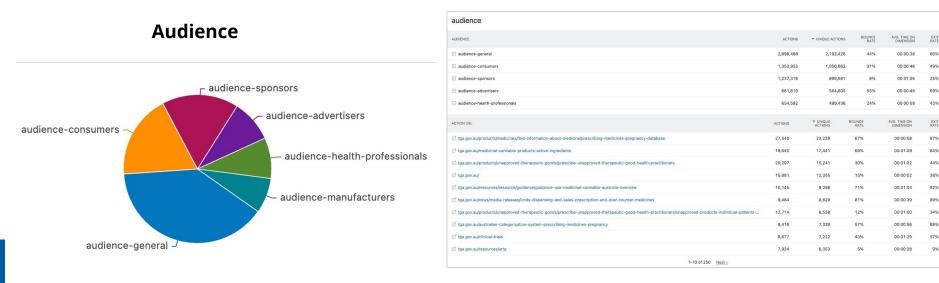
### Product type







### What are Health Professionals looking at







### GovCMS SaaS

- The solution is built on GovCMS SaaS
- The profiler uses client-side technologies
- Personalised blocks are client-side





### What's next

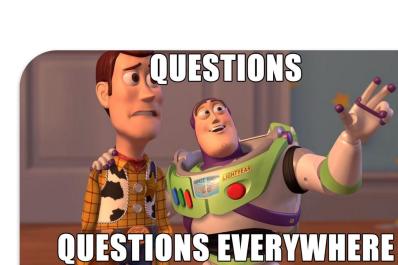
- Uplift Services and supporting Guidance
- Refine metadata tagging for:
  - Audience
  - Product types
- Launch Personalisation











# Do you have any questions?

### Want to know more?

Come for a chat at the Morpht stand.