



# Are you talking to me?

Personalisation on the TGA website

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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!





# Murray Woodman

## Managing Director, Morpht:

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



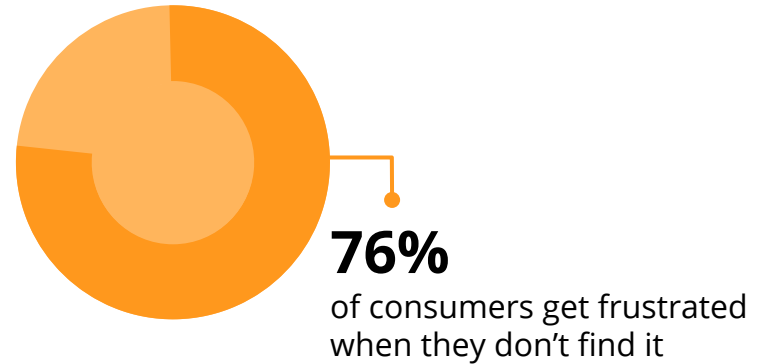
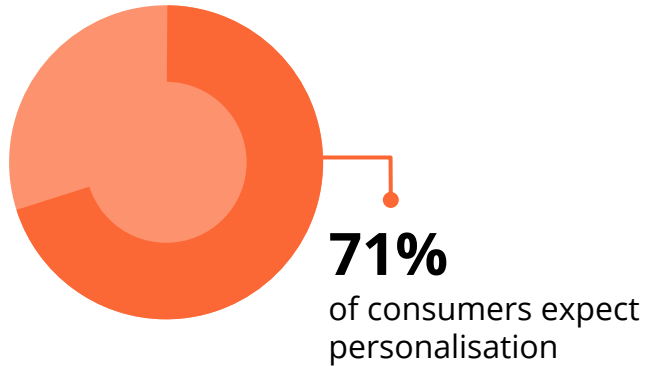


# What is personalisation?

- 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

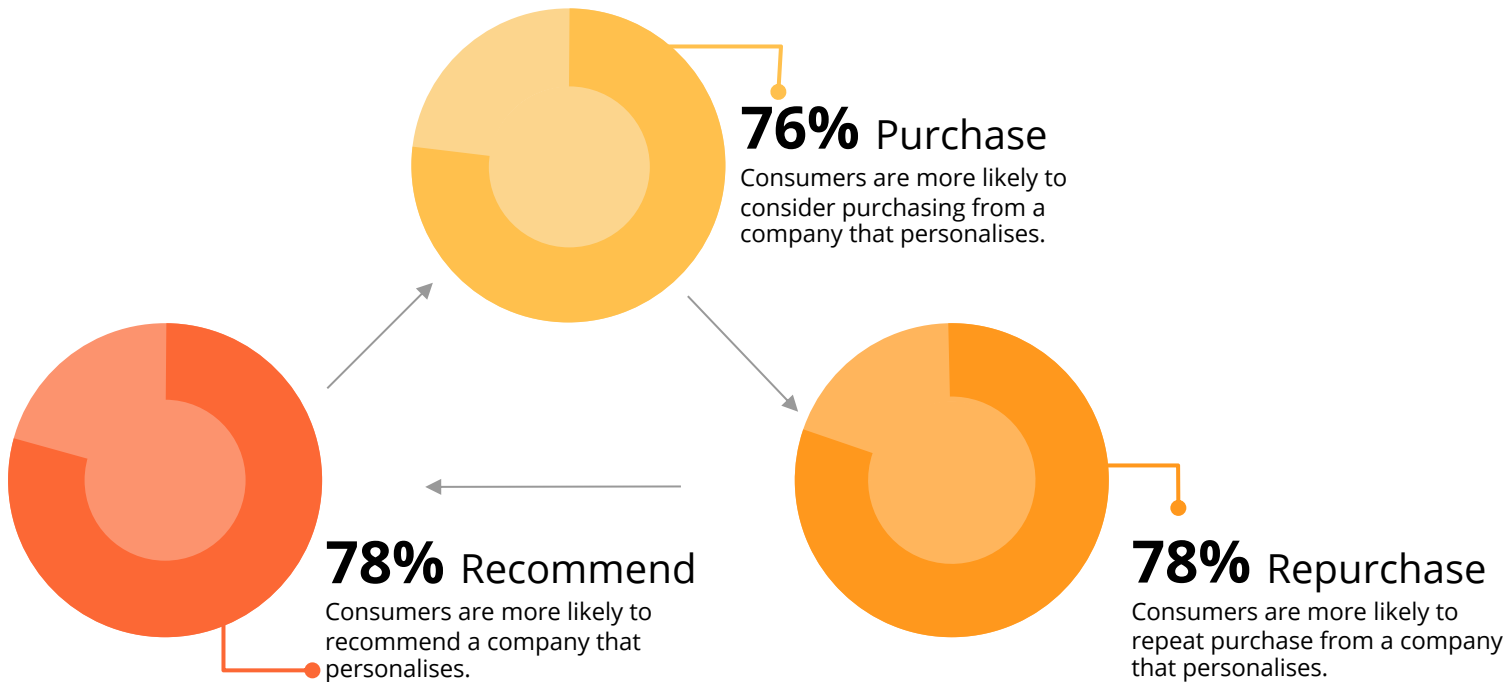


# Why personalisation?





# Why personalisation?





# Why personalisation?

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





# Benefits

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- 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.

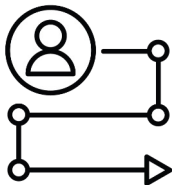


# Next best step



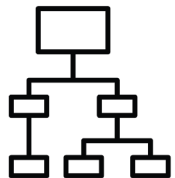
## Intent

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





# The Pilot

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**Audience  
tasks**



**Product  
type tasks**



**Service  
tasks**



**Next best  
step CTA**



# We set the tasks

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



# Audience tasks

The screenshot shows the TGA website homepage. A callout box titled "Top tasks for health professionals" highlights several key sections:

- 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 medicines or medical devices with possible risks.
- Shortages:** Search 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.
- 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.

Other visible elements on the homepage include a search bar, navigation links (Products we regulate, Product safety, How we regulate, Guidance and resources), a "Subscribe to updates" section, and a "Search for health products on our register" section at the bottom.

- 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

The screenshot displays the TGA website with a central grid of task cards. The cards are as follows:

- TGA Business Services databases and secure email:** Search the TGA Business Services databases and use secure email.
- International scientific guidelines adopted in Australia:** Review international guidelines that have been adopted in Australia before manufacturing and supplying your medicine or biological.
- Evaluation Plan Estimators:** The evaluation plan estimators can be used to approximate the dates of the milestones in the prescription medicine registration process.
- Supply a prescription medicine:** Information on how to legally supply a prescription medicine in Australia. This includes how to register the product in the Australian Register of Therapeutic Goods (ARTG) and guidance to understand the ongoing responsibilities.
- Supply a nonprescription medicine:** Information on how to supply a non-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:** Find information on labelling and packaging for medicines and biologicals.

Other visible elements include:
 

- Navigation menu: Products we regulate, Product safety, How we regulate, Guidance and resources.
- Search bar: Search this website
- Section: Therapeutic Goods Administration (TGA) - We are Australia's government authority responsible for evaluating, assessing and monitoring products that are defined as therapeutic goods.
- Subscribe to updates: Subscribe to our email lists and RSS feeds to receive information, news, updates and alerts.
- Database of Adverse Event Notifications (DAEN)
- Medical cannabis hub
- Search for health products on our register

- 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)



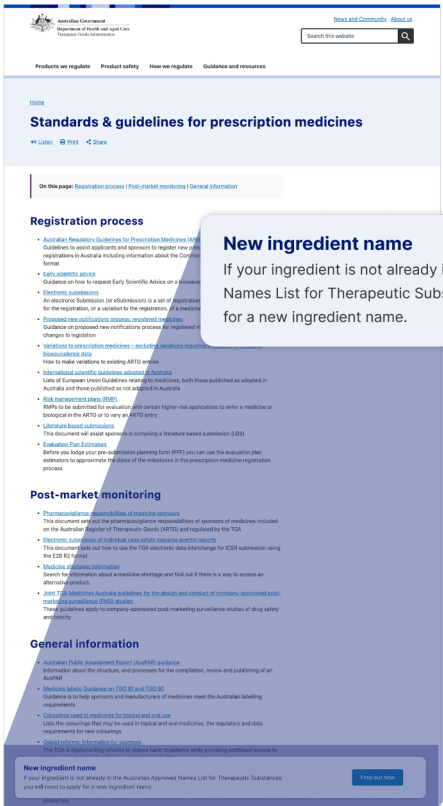


# Service and guidance

The screenshot shows the TGA website's 'How we regulate' page. A 'Get started' overlay is positioned in the center, highlighting three key tasks: 'Apply for a new ingredient name', 'Proposing a new ingredient name', and 'Ingredients in therapeutic goods'. Below the overlay, the main page content is visible, including sections for 'What you need to know about our standards and requirements' and 'Your ongoing responsibilities'.

- 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



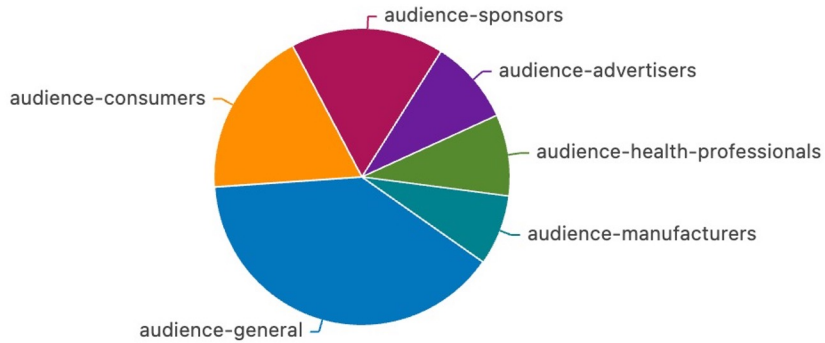
One call to action to remind users of a task they intend to perform.

- 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.

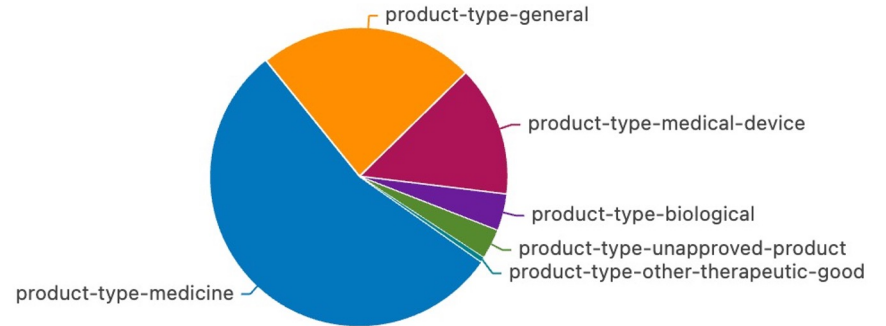


# Analytics dashboards

## Audience

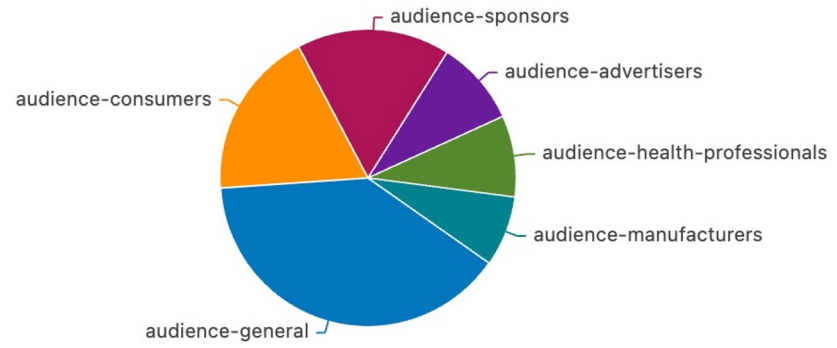


## Product type



# What are Health Professionals looking at

## Audience



audience					
AUDIENCE	ACTIONS	UNIQUE ACTIONS	BOUNCE RATE	AVG. TIME ON DIMENSION	EXIT RATE
<input type="checkbox"/> audience-general	2,896,468	2,192,426	44%	00:00:38	60%
<input type="checkbox"/> audience-consumers	1,353,955	1,056,662	31%	00:00:46	49%
<input type="checkbox"/> audience-sponsors	1,237,316	899,581	8%	00:01:05	25%
<input type="checkbox"/> audience-advertisers	681,819	584,805	55%	00:00:48	69%
<input type="checkbox"/> audience-health-professionals	654,592	499,436	24%	00:00:59	43%
ACTION URL	ACTIONS	UNIQUE ACTIONS	BOUNCE RATE	AVG. TIME ON DIMENSION	EXIT RATE
<a href="https://tga.gov.au/products/medicines/find-information-about-medicine/prescribing-medicines-pregnancy-database">tga.gov.au/products/medicines/find-information-about-medicine/prescribing-medicines-pregnancy-database</a>	27,540	23,239	67%	00:00:58	87%
<a href="https://tga.gov.au/medicinal-cannabis-products-active-ingredients">tga.gov.au/medicinal-cannabis-products-active-ingredients</a>	19,640	17,441	69%	00:01:09	84%
<a href="https://tga.gov.au/products/unapproved-therapeutic-goods/prescribe-unapproved-therapeutic-good-health-practitioners">tga.gov.au/products/unapproved-therapeutic-goods/prescribe-unapproved-therapeutic-good-health-practitioners</a>	20,297	16,241	30%	00:01:02	44%
<a href="https://tga.gov.au/">tga.gov.au/</a>	15,881	12,355	15%	00:00:52	26%
<a href="https://tga.gov.au/resources/resource/guidance/guidance-use-medical-cannabis-australia-overview">tga.gov.au/resources/resource/guidance/guidance-use-medical-cannabis-australia-overview</a>	10,145	9,356	71%	00:01:04	82%
<a href="https://tga.gov.au/news/media-releases/limits-dispensing-and-sales-prescription-and-over-counter-medicines">tga.gov.au/news/media-releases/limits-dispensing-and-sales-prescription-and-over-counter-medicines</a>	9,484	8,829	81%	00:00:39	89%
<a href="https://tga.gov.au/products/unapproved-therapeutic-goods/prescribe-unapproved-therapeutic-good-health-practitioners/unapproved-products-individual-patients-...">tga.gov.au/products/unapproved-therapeutic-goods/prescribe-unapproved-therapeutic-good-health-practitioners/unapproved-products-individual-patients-...</a>	12,714	8,558	12%	00:01:00	34%
<a href="https://tga.gov.au/australian-categorisation-system-prescribing-medicines-pregnancy">tga.gov.au/australian-categorisation-system-prescribing-medicines-pregnancy</a>	8,416	7,339	57%	00:00:56	68%
<a href="https://tga.gov.au/clinical-trials">tga.gov.au/clinical-trials</a>	8,677	7,222	43%	00:01:29	57%
<a href="https://tga.gov.au/resources/artg">tga.gov.au/resources/artg</a>	7,924	6,353	5%	00:00:28	9%

1-10 of 250 [Next >](#)



# GovCMS SaaS

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





# What's next

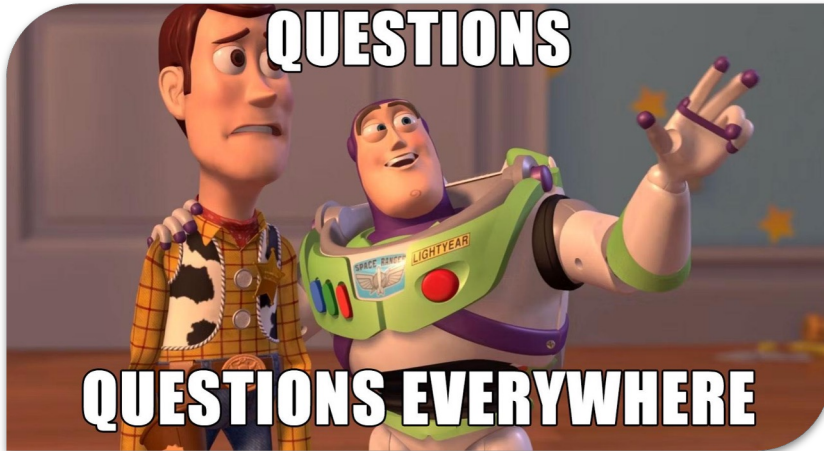
- Uplift Services and supporting Guidance
- Refine metadata tagging for:
  - Audience
  - Product types
- Launch Personalisation





# Q&A

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Do you have any questions?

**Want to know more?**

Come for a chat at the Morph stand.