



CASE STUDY

Biosimilars Campaign

Company: AmerisourceBergen (now Cencora)

Role: Director, Content Strategy

Collaborators: Subject matter experts (SMEs), marketing, digital, and creative teams

The Challenge

Biosimilars are a category of drugs that hold great promise for [driving down costs](#) across whole classes of therapy. In the United States, the FDA approved the first biosimilar in 2015. From there, the pipeline of potential market entrants grew rapidly. Unfortunately, physician uptake did not.

Without doctors prescribing them, biosimilars could not (and cannot) obtain the market share necessary to deliver cost savings for patients or healthcare at large. For AmerisourceBergen (AB) – a company that offered both drug distribution and commercialization services – poor adoption presented an interesting set of challenges:

- Lower market volume meant fewer biosimilars to distribute
- The possibility that manufacturers might choose limited distribution networks for biosimilars meant AB faced exclusion from potential distribution revenue *and* more cost/complexity for commercialization services (e.g., patient support programs)
- Not having access to some biosimilars impacted AB's value proposition for downstream customers (physicians' offices, health systems, and pharmacies)
- Most biosimilar manufacturers at the time were small or new biotech firms fully focused on drug development and approval; not many fully understood the barriers biosimilars faced or the importance of a robust commercialization plan

Healthcare providers and life sciences companies alike needed education and strategic guidance on biosimilars. AmerisourceBergen needed to position itself as a trusted partner through content that informed and converted.

The Strategy

I led the content strategy and execution of a content-led campaign focused on biosimilars, designed to both educate stakeholders and grow the business development pipeline for AB's commercialization services and distribution partnerships.

This campaign was the first of its kind for AB. It relied heavily on proprietary data with expert insights across formats and channels. It was also the first campaign specifically targeting multiple audiences for this large, matrixed healthcare organization.

Proprietary Data | Relevant Insights | Multiple Audiences | Omnichannel

The Approach

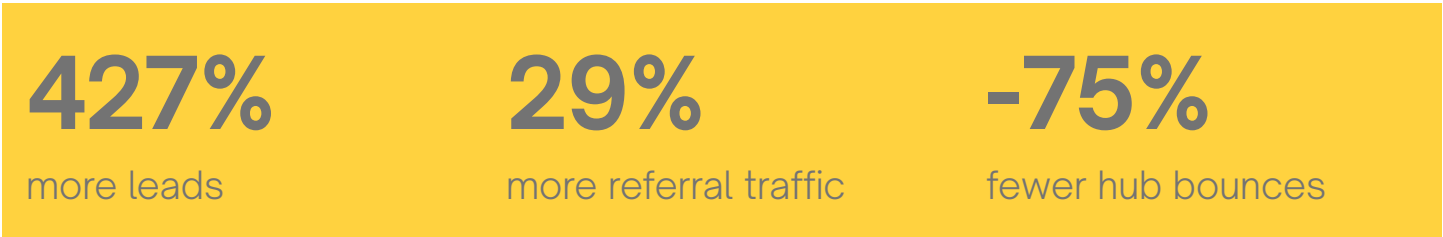
- Conducted and analyzed results of a physician survey on biosimilar adoption
- Published a biosimilars pipeline report as a lead magnet and pillar piece on content hub
- Collaborated with SMEs to translate complex regulatory, clinical, and market data into digestible insights on the market and actionable guidance for audiences
- Developed a multi-channel campaign sharing reports, infographics, articles, podcasts, video, and event content positioning AB's expertise and exclusive survey data
- Worked with digital marketers and public relations team on paid/earned media
- Optimized CMS taxonomy and landing page design to serve up relevant content for a more targeted visitor experience; identified retargeting opportunities
- Defined KPIs and implemented analytics tracking to measure success



The Results

The campaign seeded AB as a trusted biosimilars partner by building a new audience and keeping the audience engaged with relevant, actionable content. That credibility paid off throughout the course of the campaign with lead generation and opportunities to influence manufacturers’ channel strategy.

Goal	Activity	KPI
Audience growth and engagement	Established relevance and reach with relevant content visitors spent time consuming	<ul style="list-style-type: none">• 29% increase in referral traffic• 823% growth in additional content consumption• Bounce rate down 75%
Lead generation	Drove interest in commercialization services and expertise	<ul style="list-style-type: none">• 427% growth in leads for commercialization business



The Tools

Content strategy, content development, creative direction, market research, SEO, collaboration, interviewing, podcast production, market insights

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