

# Digital Competency Report

## *2021 Ranking of Pharmaceutical Rx Brands*



## Market Dynamics

During this past two years we have witnessed an accelerating race to evolve digital and data capabilities through enhancement of tech stacks to make organizations more analytically driven and connected moving forward. With issues such as data privacy and a cookie-less world at the forefront, it is now incumbent upon brands to unify data and to understand how independent efforts come together to impact customers.

## TGaS Approach

At TGaS/Trinity Life Sciences, the Omnichannel Solution is deeply connected across the industry giving us insight into emerging trends in terms of evolving digital capabilities and subsequent tactical performance. Given this position and the corresponding market dynamics, we analyzed over 124 biopharma brands through the lens of digital patient branded execution in effort to understand which brands and respective companies are excelling in order to follow trends into 2022 and beyond.

The result- The TGaS 2021 Digital Competency Report. An assessment that spans various companies, therapeutic areas, lifecycles, and patient populations to benchmark the industry and rank performance. Each brand was assessed in five categories with performance in each category determining an overall score and corresponding rank.

## Methodology

TGaS identified the top five patient forward categories, weighted them in terms of importance in the digital ecosystem, and used a wide collection of data acquired both manually and via third party sources. The data was vetted against TGaS' proprietary database to determine category scores contributing to an overall brand score and Competency Report Ranking. The category details and measures include:

- Website (40% of total score)
- Paid Search (20% of total score)
- SEO (20% of total score)
- Social Media (10% of score)
- Digital Media (10% of score)

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## Access the Full Report

The full report looks at data relationships by company and therapeutic area as well as cross referencing different data sets to uncover insights that brands can utilize regardless of budget, size, or objectives. The full version of the report is available to all TGaS Omnichannel Solution members.

For more information about getting a full report readout, please contact us:



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TGaS Advisors, a division of Trinity Life Sciences, is pleased to introduce our first annual Digital Competency Report. The 2021 report provides a ranking of 124 Rx brands in the pharmaceutical industry based on their omnichannel performance. As the leading provider of benchmarking and advisory services in the life sciences industry, TGaS created this report to provide our network members with an objective assessment of their omnichannel performance and a roadmap for achieving executional excellence.

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# Digital Competency Score Ranking

The Competency Score rank was created to classify brands based on performance against the study criteria.



## Transformational

Transformational brands typically have a command on detailed aspects of their digital strategy.



## Proficient

Proficient brands are excelling in areas but lacked consistency across all channels.



## Developing

Developing brands have a solid footprint but there are areas for optimization across channels.



## Novice

Novice brands have an identifiable presence but may only have limited focus on digital due to strategy or market dynamics.

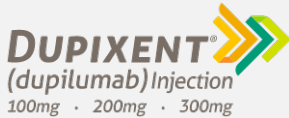


# Transformational

Rank	Brand	Total Score	
1	<b>Aimovig</b> Amgen	3.71	
2	<b>Austedo</b> Teva	3.29	
3	<b>Tremfya</b> Janssen	3.25	
4	<b>Entresto</b> Novartis	3.20	
5	<b>Ubrelevy</b> Abbvie	3.13	
6	<b>Kyleena</b> Bayer	3.07	



## Transformational

Rank	Brand	Total Score	
7	<b>Dupixent</b> Sanofi/Regeneron	3.00	
7	<b>Opdivo (+Yervoy)</b> BMS	3.00	
9	<b>Tagrisso</b> AstraZeneca	2.98	
10	<b>Emgality</b> Lilly	2.97	
10	<b>Nexplanon</b> Organon	2.97	













# Proficient

Rank	Brand	Total Score	
12	<b>Otezla</b> Amgen	2.89	 <b>Otezla®</b> (apremilast) 30mg tablets
12	<b>Trulicity</b> Lilly	2.89	 <b>trulicity®</b> (dulaglutide) injection 0.5 mL 0.75 mg   1.5 mg   3.0 mg   4.5 mg
12	<b>Neulasta</b> Amgen	2.89	 <b>Neulasta®</b> (pegfilgrastym)
15	<b>Gardasil</b> Merck	2.86	 <b>GARDASIL® 9</b> Human Papillomavirus 9-valent Vaccine, Recombinant
15	<b>Libtayo</b> Regeneron/Sanofi	2.86	 <b>LIBTAYO®</b> (cemiplimab-rwlc) Injection 350 mg
17	<b>Kisqali</b> Novartis	2.85	 <b>KISQALI®</b> ribociclib 200 mg tablets
18	<b>Eylea</b> Regeneron	2.83	 <b>EYLEA®</b> (afibercept) Injection For Intravitreal Injection
19	<b>Kesimpta</b> Novartis	2.82	 <b>Kesimpta®</b> (ofatumumab) 20 mg injection
19	<b>Prolia</b> Amgen	2.82	 <b>prolia®</b> (denosumab) injection
21	<b>Halaven</b> Eisai	2.73	 <b>Halaven®</b> (eribulin mesylate) Injection   0.5 mg/mL



## Proficient

Rank	Brand	Total Score	
22	<b>Adcetris</b> Seagen	2.72	
22	<b>Ocrevus</b> Genentech	2.72	
24	<b>Cosentyx</b> Novartis	2.71	
25	<b>Xeljanz</b> Pfizer	2.70	
26	<b>Toujeo</b> Sanofi	2.68	
26	<b>Enbrel</b> Amgen	2.68	
28	<b>Jardiance</b> Lilly/Boehringer Ingelheim	2.64	
28	<b>Latuda</b> Sunovion	2.64	
30	<b>Xifaxan</b> Salix	2.63	
30	<b>Rexulti</b> Otsuka/Lundbeck	2.63	





## Developing

	Rank	Brand	Total Score	
	32	<b>Breztri</b> AstraZeneca	2.62	
	33	<b>Imbruvica</b> Pharmacyclics/Janssen	2.61	
	33	<b>Biktarvy</b> Gilead	2.61	
	35	<b>Pifeltro</b> Merck	2.60	
	35	<b>Ibrance</b> Pfizer	2.60	
	37	<b>Farxiga</b> AstraZeneca	2.59	
	38	<b>Cimzia</b> UCB	2.57	
	39	<b>Gilenya</b> Novartis	2.56	
	39	<b>Humira</b> Abbvie	2.56	
	39	<b>Ozempic</b> Novo Nordisk	2.56	
	42	<b>Padcev</b> Astellas/Seagen	2.55	
	42	<b>Repatha</b> Amgen	2.55	
	44	<b>Brilinta</b> AstraZeneca	2.54	
	45	<b>Skyrizi</b> Abbvie	2.53	
	45	<b>Haegarda</b> CSL Behring	2.53	
	47	<b>Aubagio</b> Sanofi	2.52	



## Developing

	Rank	Brand	Total Score	
	48	<b>Nurtec</b> Biohaven	2.51	
	48	<b>Tasigna</b> Novartis	2.51	
	50	<b>Vyvanse</b> Takeda	2.50	
	50	<b>Xofigo</b> Bayer	2.50	
	52	<b>Xofluza</b> Genentech	2.49	
	52	<b>Taltz</b> Lilly	2.49	
	54	<b>Prevnar13</b> Pfizer	2.46	
	55	<b>Adempas</b> Bayer	2.44	
	56	<b>Trintellix</b> Takeda/Lundbeck	2.42	
	56	<b>Afstyla</b> CSL Behring	2.42	
	56	<b>Abilify Maintena</b> Otsuka/Lundbeck	2.42	
	59	<b>Arazlo</b> Ortho Dermatologics	2.41	
	59	<b>Rinvoq</b> Abbvie	2.41	
	59	<b>Spinraza</b> Biogen	2.41	
	62	<b>Tukysa</b> Seagen	2.40	



## Novice

Rank	Brand	Total Score	
63	<b>Venclexta</b> Genentech/Abbvie	2.38	
64	<b>Addyi</b> Sprout	2.35	
65	<b>Lumakras</b> Amgen	2.34	
66	<b>Onpattro</b> Alnylam	2.33	
67	<b>Trelegy</b> GSK	2.31	
67	<b>Vyepti</b> Lundbeck	2.31	
69	<b>Relistor</b> Salix	2.30	
70	<b>Belsomra</b> Merck	2.29	
70	<b>ZolgenSMA</b> Novartis	2.29	
72	<b>Rybelsus</b> Novo Nordisk	2.27	
73	<b>Ponvory</b> Janssen	2.26	
74	<b>Descovy</b> Gilead	2.24	
75	<b>Tymlos</b> Radius	2.23	
76	<b>Dovato</b> Viiv	2.22	
77	<b>Delstrigo</b> Merck	2.17	
77	<b>Fasenra</b> AstraZeneca	2.17	



## Novice

Rank	Brand	Total Score	
79	<b>Blinicyto</b> Amgen	2.16	
80	<b>Trulance</b> Salix	2.15	
80	<b>Jublia</b> Ortho Dermatologics	2.15	
82	<b>Tepezza</b> Horizon	2.12	
83	<b>Hemlibra</b> Genentech	2.11	
83	<b>Keytruda</b> Merck	2.11	
85	<b>Baqsimi</b> Lilly	2.10	
86	<b>Uplizna</b> Horizon	2.09	
87	<b>Pradaxa</b> Boehringer Ingelheim	2.08	
88	<b>Cotellic</b> Genentech	2.07	
89	<b>Duobril</b> Ortho Dermatologics	2.06	
89	<b>Isentress</b> Merck	2.06	
89	<b>Tecentriq</b> Genentech	2.06	
92	<b>Erivedge</b> Genentech	2.02	
93	<b>Eliquis</b> BMS/Pfizer	2.00	



## Novice

Rank	Brand	Total Score	
93	<b>Krystexxa</b> Horizon	2.00	
95	<b>Kyprolis</b> Amgen	1.96	
96	<b>Invokana</b> Janssen	1.95	
97	<b>Kadcyla</b> Genentech	1.94	
98	<b>Nayzilam</b> UCB	1.93	
99	<b>Forteo</b> Lilly	1.90	
100	<b>Esbriet</b> Genentech	1.82	
101	<b>Praluent</b> Regeneron	1.81	
102	<b>Dulera</b> Organon	1.80	
102	<b>Lexiscan</b> Astellas	1.80	
104	<b>Evenity</b> Amgen	1.78	
105	<b>Evrysdi</b> Genentech	1.77	
106	<b>Xospata</b> Astellas	1.74	
107	<b>NuvaRing</b> Organon	1.71	
107	<b>Imlygic</b> Amgen	1.71	



## Novice

Rank	Brand	Total Score	
109	<b>Vectibix</b> Amgen	1.69	
110	<b>Fycompa</b> Eisai	1.67	
111	<b>Asmanex</b> Organon	1.66	
112	<b>Steglatro</b> Merck	1.65	
113	<b>Reyvow</b> Lilly	1.63	
114	<b>Avsola</b> Amgen	1.62	
115	<b>Avastin</b> Genentech	1.48	
116	<b>Rituxan</b> Genentech/Biogen	1.46	
117	<b>Herceptin</b> Genentech	1.45	
118	<b>Corlanor</b> Amgen	1.43	
119	<b>Basaglar</b> Lilly	1.41	
119	<b>Fuzeon</b> Genentech	1.41	
121	<b>Astagraf XL</b> Astellas	1.37	
122	<b>Vumerity</b> Biogen	1.33	
123	<b>Banzel</b> Eisai	1.24	
124	<b>Dayvigo</b> Eisai	1.11	

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## About TGaS Advisors

TGaS Advisors, a division of Trinity Life Sciences is the leading benchmarking and advisory services firm for commercial organizations in the life sciences industry. With a roster of large, emerging and precommercial life sciences companies, TGaS provides robust comparative intelligence and collaborative network membership services. The team includes more than 50 experienced professionals, most with senior-level experience in the life sciences and related industries.

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