

Horizon Therapeutics' Focus on Local Community Movements Aids in \$3B Annual Sales

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Founded in Ireland in 2005, Horizon Therapeutics has become a leading therapeutics developer with over \$3B in annual revenue. The biopharmaceutical company focuses on commercializing medications that address rare and rheumatic patient diseases. Despite having more than 1,800 workers, Horizon's values and approaches align more with a traditionally small company.

Since its early startup days, Horizon has leveraged a community-focused approach to rapidly spread awareness, engagement, and credibility about its brand and its indications. Horizon exemplifies a strong case for why international developers should hone in on local communities and partners to expand market share within the U.S.

The company website notes its "strong foundation in community engagement" explicitly as one of the critical factors of its rapid growth, particularly within the U.S. market. The combination of "science and compassion" to "transform lives" is the pharma developer's primary mission.

The proof of a community-oriented approach working is in the business data. In 2019 alone, the U.S. market comprised 97% of Horizon's global sales.

Last week, Horizon officially announced a worldwide initiative to increase patient access to eye exams. The developer is challenging 5M people to get their eyes checked before October 13, 2022 (World Sight Day).

While focused on supporting patients, the multi-channel community movement will ultimately aid Horizon in expanding the reach of thyroid eye disease (TED) medication, TEPEZZA.

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The treatment was officially approved in January 2020 as TED's first and only medicine. Since then, post-launch marketing initiatives have amplified as the U.S. healthcare system's COVID burden continues to reduce.

Analysis of 2022 World Sight Day Campaign - Local and National U.S. Initiatives Explored

To best launch a community campaign, Horizon partnered with two prominent organizations within the eye care industry: Prevent Blindness, the nation's leading volunteer eye health and safety organization, and The International Agency for the Prevention of Blindness (IAPB), an alliance for the global eye care sector with 150 members worldwide.

Community organizations are an integral piece of pharmaceutical developers' go-to-market options. Beyond the national and global leaders, each U.S. state often features an array of smaller-scale organizations with similar missions. Starting at a local level can often enable developers to form the initial trust that can later be scaled into more extensive partnerships with national organizations.

Horizon's multi-model campaign theme is #LoveYourEyes. The press release announcing the effort explains that Horizon seeks to highlight the "challenges people face if they cannot access or afford eye care." Patients living in poverty often do not have the funds or ability to receive care. Therefore eyecare is usually delayed until symptoms become critical, at which point intervention can be far too late.

By diagnosing patients earlier, preventative treatment such as TEPEZZA can be supplied in advance, reducing the degree of permanent tissue scarring. While the press release does not explicitly state the relation of the campaign background to Horizon's product promotion, from a marketing perspective, the strategy is clear.

Raising awareness about the necessity of eye exams will ultimately provide earlier diagnostics for patients with TED. Those living in poverty are likely amongst the highest undiagnosed population. At the same time, the developer is raising general awareness amongst those needing eye exams. Although they may not currently have symptoms of TED, the segment could potentially be at risk of developing it.

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In a society filled with considerable pharma mistrust, ensuring actual action is taken to solve the issue (beyond promoting medications) is vital. Horizon hits the nail on its head by partnering with vision screening centers at local U.S. locations in which poverty levels and eye care demands are exceptionally high.

Chicago, IL, is one area with some of the highest rates of eye diseases, including diabetic retinopathy and glaucoma. Horizon is launching a mobile vision screening unit at Gallagher Way, Chicago's northside sports and entertainment district. The location is a popular destination amongst consumers, with placement enabling citizens to be drawn into the testing site organically.

Beyond offering eye exams to patients, Horizon is also stocking its unit with B2B-focused assets. During the event, Horizon's sales team will give physical handouts to ophthalmologists and neuro-ophthalmologists to further spread their movement and gather additional supporters.

Next Steps for Pharmaceutical Developers to Penetrate the U.S. Market

To effectively penetrate the market, investigate what your target end users truly need. Drive value by actually creating efforts that fulfill these gaps.

Leading with a movement and building a business relationship through a shared goal is often an easier sell than cold calling a practice with medication facts and figures. The same is true for patient segments. Providing local events that feature screening efforts that patients desperately need is typically more effective than bombarding them with expensive, product-centric advertising materials.

- Content by the BDMT Global Team

If you are interested in potential partnerships and long-term relationships with the companies mentioned in this article or others in the U.S. and/or S. Korea, contact Suzy at sim@bdmtglobal.com.

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As the head of BDMT Global in Boston, Im focuses on accelerating the innovative transformation of global companies. She is a Professor of Marketing and a member of the Advisory Board at Emerson College. Im is also co-founder of Sponsors of the Future, a non-profit organization that leads corporate social responsibility, promoting neurodiversity and inclusion. As a well-known business developer and marketing strategist in the global field for over 20 years, Im merged the two critical global business functions of Business Development (BD) and Marketing Transformation (MT) for the first time. She was recognized for her innovative business model and contribution and received five consecutive awards in the U.S. including the North American Business Awards and TITAN Business Award 2022 in Biotechnology.

