

NFTHD #31: Landing pages for HCP portals

In this Note from the Help Desk, we answer a few questions relating to what kind of information can be provided on the public-facing 'landing page' of a controlled HCP website or portal. Specifically, companies want to give 'a bit of a teaser' as to what lies beyond the log-in – so the issue is not about controlled content for healthcare professionals, it's about what is appropriate for the public facing landing page.

It was also noted that keywords embedded behind gated or hidden content are unlikely to be "findable" using a search engine, so it is understandable that companies want to lift those keywords onto the public-facing landing page. This approach should assist a healthcare professional to find the appropriate information and resources they are looking for, such as a resource on a specific condition, for example.

The basic principle is to consider that any information available to an audience other than healthcare professionals, will be considered as the general public – in this context it's generally one or the other and not many shades of grey in-between. Because of this, any information being provided on the public-facing landing page will need to be non-promotional, or it runs the risk of breaching the Therapeutic Goods Act.

So, what could you provide on that landing page?

- You could use the brand name, as long as the information & imagery on the page is non promotional.
- It might be reasonable to repeat statements that are already out in the public domain – information taken from the CMI for example could be appropriate, as long as it presents a balanced approach and is not curated/edited in ways that are unbalanced and could be interpreted as promotional.

Whatever your approach, our advice is to be very careful about what information you do provide, because linking the product name with certain information or imagery can be considered promotional. It would be prudent to have minimal information associated with your product – just stick to keywords with the intent to give 'a teaser' of what the gated website provides.

<end>