

illumina: Software Product Launch to Accelerate the Identification of Genetic Diseases

Situation:

In 2020, Illumina, a global leader in DNA sequencing and array-based technologies, announced the launch of its TruSight Software Suite (TSS), an analysis and interpretation solution designed to enable labs to quickly interpret whole-genome sequencing (WGS) into meaningful results with reduced interpretation time and seamless case management for data security and privacy requirements.

The vast amounts of data produced by WGS requires powerful data analysis tools that can translate the raw sequencing data into meaningful results. The software launch announcement provides an opportunity to showcase Illumina and TSS to address these challenges.

Solution:

FHM partnered with Illumina’s corporate communication team to create a strategic public relations and media plan to help build awareness of the importance of WGS utilizing next-generation technology. The plan included outreach to targeted media, and an embargoed media strategy. On the first day of the news, broader media outreach was conducted and the team offered interviews with Illumina and partner Mayo Clinic to leadership to discuss the importance of WGS technology. The team also developed an article on the importance of WGS and how undiagnosed genetic diseases can impact lives.

Results:

FHM secured 14 original pieces of earned media coverage, including FierceBiotech, Yahoo Finance, LabPulse and FirstWord MedTech, and 128M+ potential views. The coverage helped raise visibility for Illumina and TSS among key targeted audiences including healthcare professionals. By including the Mayo Clinic into outreach efforts, FHM was able to strengthen the company’s relationship with the clinic and reinforce the need for accurate, comprehensive genetic variant information.

