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How GenoWrite Translated Microbiome Science into Pharmacy Adoption and 37% Sales Growth

Problem

Luminex's partner, GA-map®, developed a microbiome dysbiosis kit. The kit didn't just measure the percentage of DNA from a microorganism. It could accurately measure the amount of marker DNA belonging to the microbe.

Despite this breakthrough, the evidence was tucked away in a single, highly technical manuscript. With the potential for low volumes of manuscript readers, GA-map and Luminex needed a way to connect with more pharmacists and clinicians about the kit's validated ability to connect changes in the gut microbiome with lifestyle changes and disease status.

The team knew they needed a case study. But they needed guidance on how to turn the technical evidence into a sales asset that could support adoption of their dysbiosis kits in pharmacies and clinics.

Luminex, their partner, enlisted GenoWrite to write a case study to accomplish two goals:

To highlight the clinical rationale for using xMAP beads to measure the absolute DNA abundances of 16S rRNA gene — the molecular fingerprint for bacteria — in fecal samples

To demonstrate the clinical relevance of moving beyond just measuring relative abundances to obtain more reliable insights for gut health

The GenoWrite Approach

Before GenoWrite produces sales assets for clients, we look beyond the writing assignment in front of us and examine the intended audience's goals. What level of commercial demand exists for the dysbiosis kit? What kinds of questions would patients want answered regarding their gut health?

We conduct a four-step process to elucidate the answers to questions like these and clarify the kinds of messaging that pharmacists and clinicians can engage with. We adopted this process from the central dogma of molecular biology to help GA-map's target audiences evaluate whether the dysbiosis kit could support patient-facing gut health conversations.

GenoWrite's Four-Step Process

Intake

In the intake meeting, we document and study your brand to its fullest. For the case study, we had them outline their ideal customer profile (ICP), which included pharmacist managers and clinicians. In this way, we can direct the asset to better speak to the ICP's questions and concerns, guiding our client towards the end of goal of boosting sales of their kits to consumers.

Research

During the research process, we reviewed the technical manuscript and supporting literature to identify the evidence that mattered most for adoption. For the case study, we discussed the rationale of using Luminex's xMAP bead-based technology, the importance of measuring absolute abundances of the 16S rRNA gene marker, and the clinical relevance of moving beyond relative abundance alone.

Outlining

GenoWrite then organized the case study around the questions pharmacists and clinicians would need answered before they would use and sell the kit. The outline showed how the kit could help clinicians interpret gut health more accurately and help pharmacists explain microbiome changes in patient-facing conversations.

Writing

We used the outline as a guide to preserve the scientific rigour behind the technology while making its value clear to commercial and clinical audiences. The final asset translated bead-based microbiome testing data into a story pharmacists, clinicians, and decision-makers could use to understand why the kit was worth adopting.

Results

After final approval, GA-map saw the clinical and commercial relevance of preparing a case study tailored to scientists and pharmacists. Soon after sharing the case study, they highlighted how well the content resonated with pharmacists when they shared it with them. The client also noted they could repurpose the contents of the case study in other content pieces to facilitate further commercial conversations.

In the year the case study was written, GA-map reported a **37% increase in total sales revenue** for the GA-map Microbiome Dysbiosis Kit. While the case study was one part of a broader commercial effort, it helped give GA-map and Luminex a clearer way to communicate the kit's clinical and commercial relevance to the audiences responsible for adoption.

Conclusion

GA-map and Luminex had the scientific evidence. But the key messages that would have resonated with clinicians and pharmacists were hidden within a technical manuscript, reducing its utility and commercial reach. Before engaging with GenoWrite, they needed a way to make their research manuscript commercially useful.

By translating a technical microbiome manuscript into a case study written for pharmacists and clinicians, GenoWrite helped turn xMAP-enabled microbiome profiling into a clearer adoption story. The project showed that sales assets must be tailored to the people who could decide on adoption. When content is written specifically for target audiences to understand and engage, it can support buyer conversations, strengthen business development, and help drive sales growth.

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