

# What Pharma Gets Wrong About Women's Health

*From Menopause to Messaging: A Qualitative Lens on How Pharma Can Improve*

By Research America, Inc.

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# What Pharma Can Improve About Women's Health: Missed Messages, Disconnected Segments, and the Opportunity for Change

*94% of perimenopausal and menopausal women agree that taking personal responsibility for one's health by methods such as developing a stronger HCP-patient partnership is the best way to stay healthy<sup>1</sup>.*

## Executive Summary/Abstract

Traditional pharmacological treatments continue to underestimate and misunderstand the healthcare demands of women, especially those in midlife and beyond. Through countless qualitative and quantitative interviews, we have observed repeated misalignment between pharma messaging and women's real experiences. This paper outlines key gaps in segmentation, communication, and strategy, and offers clear recommendations for reimaging engagement strategies through a modern, emotionally grounded lens.

## Section 2: Why Women's Health Is Still Misunderstood

Despite growing momentum around health equity, the pharmaceutical industry still struggles to deliver services that resonate meaningfully with women. Many of the women we spoke with expressed frustration — not just about symptoms, but about feeling unseen, unheard, and underserved. This disconnect is more than a missed message — it's a missed opportunity for deeper connection and lasting trust.

## Section 3: Case in Point – Menopause and Missed Connections

Research America's syndicated menopause study revealed how universal yet misunderstood this phase of female life remains. Many women feel invisible during menopause, facing years of misdiagnosis and/or neglect. Their needs extend beyond symptom relief to intimacy, mental health, and quality of life. Fifty-six percent of women experiencing perimenopause/menopause report living a stressful life and actively seek ways to simplify their lifestyle<sup>4</sup>.

Pharma has an opportunity to transition from primarily symptomatic marketing to life-integrated messaging, supporting women in the context of complex roles and life stages, not just biology.



*Quotes taken from RAI qualitative research into Women's Health<sup>5</sup>.*

## Section 4: Rethinking Segmentation and Messaging

Effective segmentation must include mindset, attitudes, and trust. Our clients have seen success differentiating between seekers, skeptics, and reclaimers with each needing different tones, formats, and delivery channels.

Example: A 52-year-old Latina caregiver will not respond to the same outreach as a 54-year-old executive despite similar medical status. Attitudinal segmentation builds resonance.

## Section 5: Strategic Recommendations

1. Adopt attitudinal segmentation frameworks to reflect true behavioral drivers, not just demographics.
2. Develop messaging rooted in empathy, not exclusively efficacy.
3. Build feedback loops with regular qualitative insight integration. This keeps messaging relevant and contemporary.
4. Use inclusive imagery and challenge outdated visual tropes.
5. Respect risk conversations. Collaborate, don't condescend.

## Section 6: Beyond the White Paper – A Culture of Listening

- Invest in longitudinal qualitative panels.
- Co-create with women via real advisory boards, not token input.
- Break silos between research and brand teams.
- Foster empathy internally through training and exposure.
- Update success metrics: Do women feel seen, empowered, understood?

### From Tokenism to True Partnership

Authentic segmentation, emotional truth, and human-centered design are increasingly critical to building real trust and sustainable brand relationships.

### Call to Action

If your brand is ready to lead with empathy and evidence, we're here to help. Research America offers custom qualitative and quantitative research, syndicated insights, and consultative strategy, all designed to connect human need with commercial action.

[info@researchamericainc.com](mailto:info@researchamericainc.com)

Phone: 610-356-1800

<sup>3,5</sup> *Quotes derived from Research America Inc. qualitative studies, including the 2025 Syndicated Menopause Report and related custom research initiatives. All respondent voices are de-identified.*

<sup>1,2,4</sup> *Recent data from Natural Marketing Institute's (NMI) Health and Wellness Trends US and Global Databases™ (HWTD) and Supplements/OTC/Rx Database® (SORD) underscore these findings (NMI, 2024a; NMI, 2024b).*