

3rd Asia Pacific Pharmaceutical Compliance Congress And Best Practices Forum Sept 10 -12 2013, Kuala Lumpur, Malaysia

COMPLIANCE ISSUES IN SOCIAL MEDIA AND DIGITAL MARKETING

Social media landscape in healthcare

Mai Tran

Executive Vice President of Health and Wellness,

Ruder Finn Asia

Social Platforms

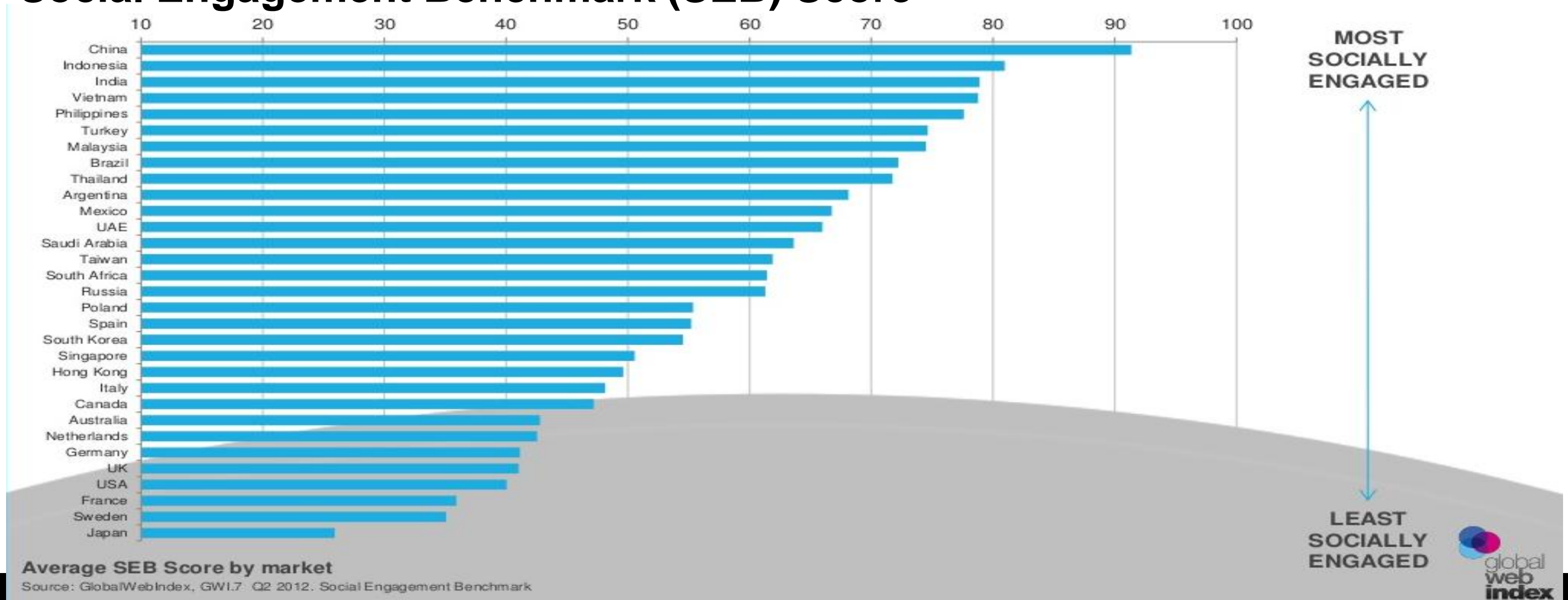
The Usual Suspects

The Social Networks You Visit Everyday
... and Google+

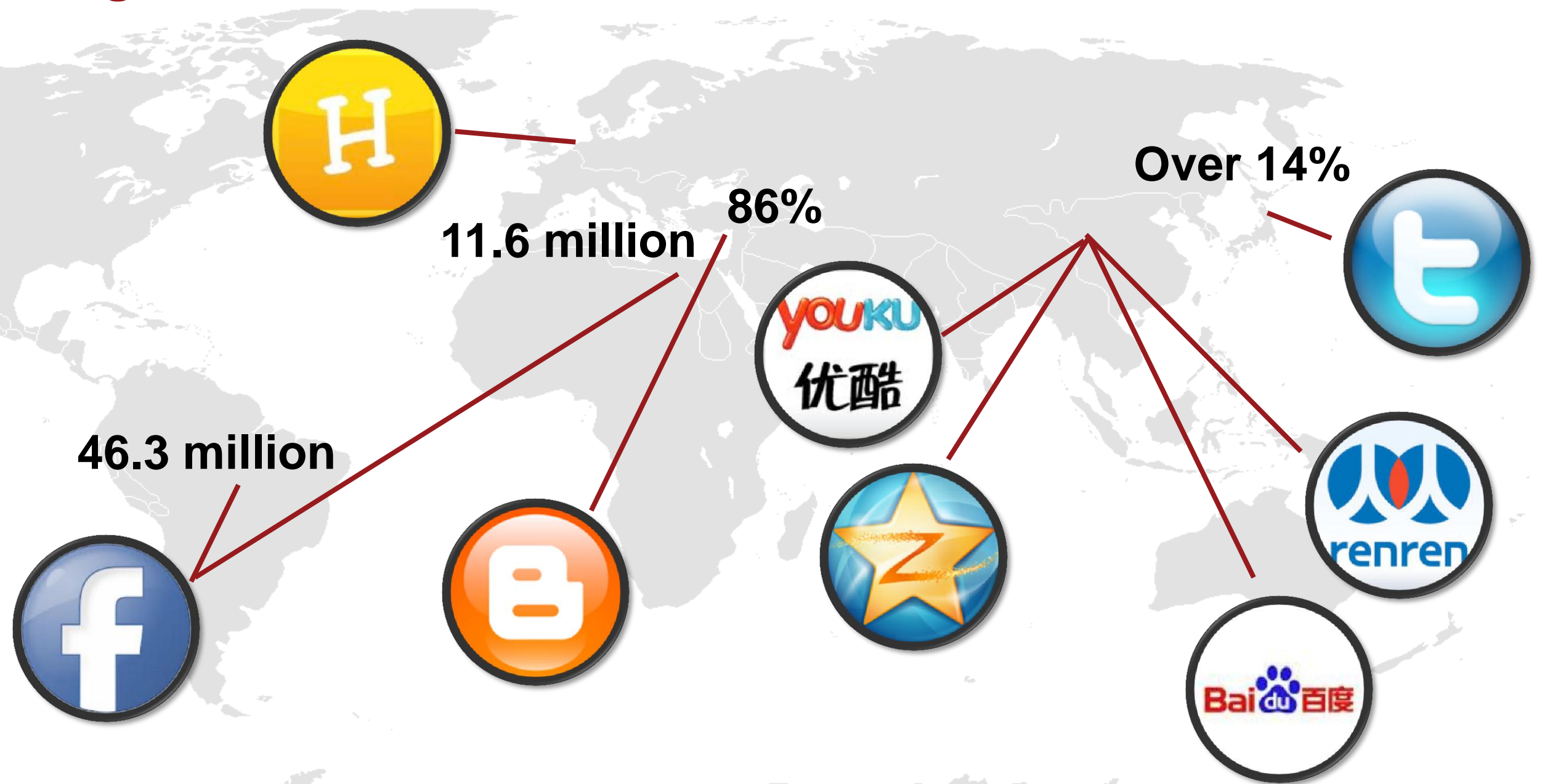


In particular, Asia is home to 50% of all the world's social media users* and are highly engaged

Social Engagement Benchmark (SEB) Score



Cultural Findings

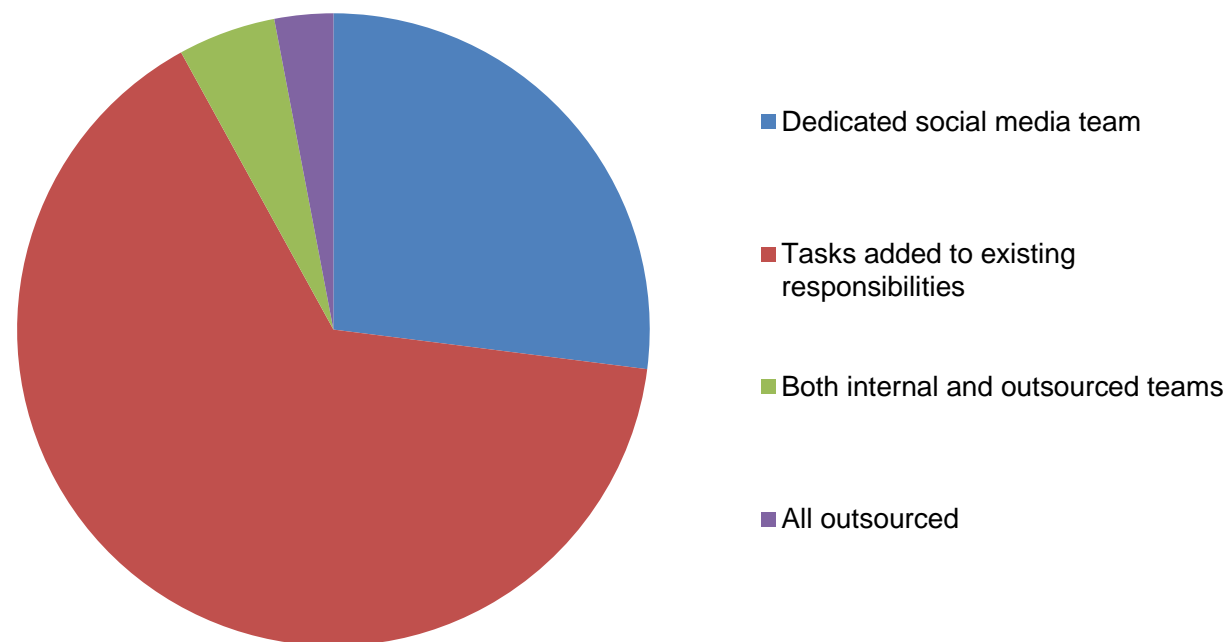


Physicians in Asia, as well, are active online

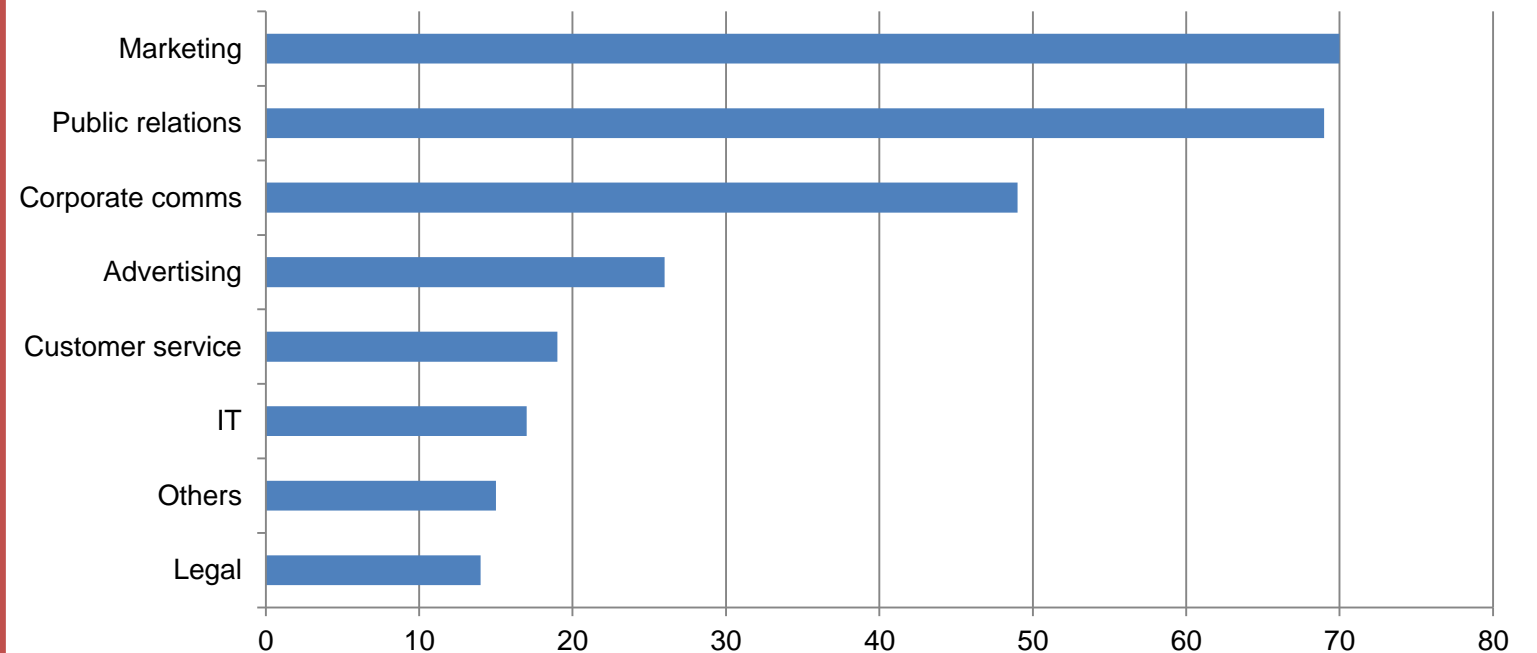
- **>75% of all physicians browse the Internet several times a day** at their work place and each time spend **<1hr** to gather health, medical or prescription drug information (Hong Kong, Taiwan and mainland China).
 - **>96% of physicians browse the Internet at least 2-6 times a week** at home and **>74% percent** do the same as well at work in mainland China.
 - As an aggregate, **time is evenly spent** between medical-related and personal leisure.
- **66% and 71% of physicians use Facebook** in Hong Kong and Taiwan respectively.
- In mainland China
 - slightly **<50% of physicians use Weibo**
 - **58% of are aware of forums created by pharma companies** vs. only 38% awareness of company websites

Increasingly, companies are not only leveraging the power of social media, but systematizing their outreach

Social media work within companies



Departments involved in social media efforts



Who and why?

Type	Consumer Uses	HCP Uses
Blogs	Journal and Opinions	Thought Leadership
Micro-blogs	Daily Updates	Latest Info
Video Sharing	Story/Information Sharing	How To
Podcasts	Episodic “radio”	Education
Social Networks	Creating Connections	Building Networks
User Forums/Discussion Groups	Learning and shared experience	Learning and shared experience
Wikis	Learning and Definition	Collaborative thinking
News Aggregators	One-stop shop for news	One-stop shop for news
Social Bookmarking	Sharing Interests	Research
Applications	Immediacy of Info	Immediacy of Info

Audiences

Patients

*Healthcare
Providers*

Caregivers

Employees

Opportunities

























































Listen

Educate

Amplify

Respond

The Spectrum Today

	Conservative	Moderate	Highly Engaged
Corporate Website	Traditional website only   	Website lists social channels or has some limited sharing   	Integrates social properties and robust social sharing  
Blog	Does not blog     	Has a corporate focused blog, does not accept comments 	Has 1+ blog, focus is beyond just company, allows moderated comments  
Twitter	No Twitter handle	Handle used as 1-way communications channel   	1+ Twitter handle(s) used to engage with stakeholders     
Facebook	No Facebook presence 	Limited presence, no engagement 	Uses presence to engage public      
You Tube	No YouTube Channel  	Corporate or unbranded only   	Multiple channels and/or playlists   
Mobile Engagement	No mobile presence 	Limited use of mobile   	Highly leverages mobile    
Influencer Outreach	Does not reach out to online influencers   	Treats online influencers as media   	Develops special programs and engages online influencers  

Brand Communications Social Media Best Practices

Creating Physician and Patient Communities

Global Patient Social Network





Join / Sign In / Help

A- A+

Search

GO

LEARN ABOUT CMLLIVING WITH CMLCONNECT TO THE COMMUNITY

Educating, Supporting and Connecting the CML Community

Over 2,078 members worldwide.

Get educated about CML while you learn from and support others. Connect with the CML community of patients and caregivers.

Join Now

 or

Sign In



UPCOMING
LIVE
WEBCAST

Living Well With CML

Education, Support and Networking

living well with CML

Learn More

A Discussion about CML

The Balancing Act TV show is produced by O2 Media, Inc. and airs on Lifetime Television at 7:00am (ET/PT). This particular episode is dedicated to Education about PH+ CML.

Tune in

Featured Profiles



Angellinaavon

Diagnosed 6 Years Ago



MARIE91

Diagnosed 20 Years Ago



bikercub

Diagnosed 19 Years Ago



Cyd

Diagnosed 4 Month(s) Ago

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National Rheumatoid Arthritis Society


HealthUnlocked

JoinSign In

National Rheumatoid Arthritis Society

Search

HomeBlogsQuestionsPollsTagsHospitals




National Rheumatoid Arthritis Society (NRAS)

✓ Get answers and support from other RA patients

✓ Use our tracker to monitor your condition

✓ Connect with NRAS, the UK-based charity supporting people with RA

Join today




About us

Visit our website

Feedback


Spread the word! Promote your community by liking it on Facebook

Blogs




Delayed GP visit / delayed diagnosis case study request

By andrew_nras | 9 minutes ago | No comments




Lovely weekend.....

By sylvia | 1 hour ago | 2 comments



panarama atos prog follow up


By sandra99b | 13 hours ago | 3 comments



nervous, worried etc etc.....


By maxb | 13 hours ago | 2 comments

Questions




I am assuming this is a flare?

By thekeys46 | 1 hour ago | No answers




Should you take antibiotics and MTX

By tricia1 | 14 hours ago | 7 answers




can you hire scooters in london

By sandra99b | 14 hours ago | 3 answers



Azathioprine and MTX

By fruitycake23 | 18 hours ago | 5 answers



Is it normal to feel sick on MTX and Hydroxychloroquine and Diclofenac

Poll

How confident are you about your GP's ability to manage your RA effectively?

☐ I am very confident. My GP is very knowledgeable & we discuss it in detail.

☐ I am confident. My GP is quite knowledgeable & we discuss it in general terms.

☐ I don't know

☐ I am hesitant. My GP is not very knowledgeable & we usually skirt over the issue.

☐ I am very hesitant. My GP has no knowledge, so I speak to my nurse specialist.

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RFI

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Leveraging Existing Platforms

Novartis: Branded Facebook Page

facebook

Search for people, places and things




Meet Missi

- A GILENYA Guide
- Diagnosed in 2004

"Being able to share my story with others, especially if they're struggling, gives me purpose."

Paid Novartis spokesperson and GILENYA Guide who uses GILENYA to help manage her relapsing multiple sclerosis. Individual results may vary.




GILENYA (fingolimod) Go

2,824 likes · 1,925 talking about this


Health/Medical/Pharmaceuticals

GILENYA, for relapsing multiple sclerosis (MS), doesn't cure MS, but can decrease the number of flareups & help slow down physical problems MS causes.


About




Photos




GILENYA at Work



Patient Voices




Important Safety Information



5 hours ago


"Being able to share my story with others, especially if they're struggling, gives me purpose." Check out Missi's story: <http://on.fb.me/UrXuBS>

- Missi is a paid Novartis spokesperson and GILENYA Guide. Individual results may vary.



1 Friend


Likes GILENYA (fingolimod) Go



More Information

Important Safety Information

You should not take GILENYA if in the last 6 months you experienced heart attack, unstable angina, stroke or warning stroke, or certain types of heart failure. Do not take GILENYA if you have certain types of an irregular or a... See More



Tuesday

So what exactly is the GILENYA Go Program? Sponsored by Novartis Pharmaceuticals Corporation, it was created to provide support, financial assistance, information, resources and tools for people in the program. The GILENYA Go Program is always here for you! Sign up today:

<https://www.gilenya.com/info/tools/toolsprivate/register.jsp>

Share 1

Leveraging an Existing Physician Community on Sermo



Bristol-Myers Squibb

The image displays two screenshots of the Sermo website, illustrating how an existing physician community can be leveraged for drug information and clinical discussion.

Left Screenshot: Drug Information Page

- Header:** sermo™, Earn \$10, Invite Colleagues, Search (Posts and Comments).
- Left Sidebar:** Create a Post, Home, POSTS (New in All Categories, New in Your Specialty, Most Popular, Category List), Medical News, CME, Politics & Reform, Practice Management, YOUR ACTIVITY (Authored Posts, Followed Posts), FROM INDUSTRY (Surveys, Posts, eResources, Panels), PHYSICIANS (Search for Physicians, Invite Colleagues, Your Profile), USING SERMO (Getting Started, Help/FAQs), Win AMEX Gift Card (\$500).
- Main Content:**
 - DRUG INFORMATION:** YERVOY (ipilimumab) injection for intravenous infusion.
 - STATUS:** On the Market | MANUFACTURER: BMS
 - INDICATION:** YERVOY is indicated for the treatment of unresectable or metastatic melanoma.
 - Information From the Industry:**
 - Pivotal Phase 3 Study:** YERVOY is the first and only immunotherapy with demonstrated overall survival benefit in a phase 3 trial in patients with unresectable or metastatic melanoma.
 - Review the Pivotal Phase 3 Study:**
 - In a Pivotal Phase 3 Study, median overall survival was 10 months in the YERVOY arm (95% CI: 8.0, 13.8), 6 months in the gp100 arm (95% CI: 5.5, 8.7), and 10 months in the YERVOY + gp100 arm (95% CI: 8.5, 11.5), $P=0.0026$ for YERVOY vs. gp100 (not adjusted for multiple comparisons), $P=0.0004$ for YERVOY + gp100 vs. gp100.
 - A Phase 3, double-blind, double-dummy study that randomized 676 patients with unresectable or metastatic melanoma who were previously treated with one or more of the following: aldesleukin, dacarbazine, temozolomide, fotemustine, or carboplatin. Patients were randomized in a 3:1:1 ratio to receive YERVOY 3 mg/kg in combination with an investigational gp100 peptide vaccine (gp100) (n= 403), YERVOY 3 mg/kg (n=137), or gp100 (n=136). The major efficacy outcome measure was overall survival in the YERVOY + gp100 arm vs. the gp100 arm.
 - Warnings:** WARNING: IMMEDIATE REACTIONS. YERVOY can result in mediated adverse activation and p... mediated reacti... system; however immune-mediated enterocolitis, he... toxic epidermal endocrinopathy mediated reacti... treatment; how... to months after... Assess patients enterocolitis, de... endocrinopathy chemistries incl... and thyroid func... each dose. Permanently di... systemic high-d... severe immune... Please see deta... Information, incl... immune-medi...

Right Screenshot: Post Detail Page

- Header:** sermo™, Earn \$10, Invite Colleagues, Search (Posts and Comments).
- Left Sidebar:** Create a Post, Home, POSTS (New in All Categories, New in Your Specialty, Most Popular, Category List), Medical News, CME, Politics & Reform, Practice Management, YOUR ACTIVITY (Authored Posts, Followed Posts), FROM INDUSTRY (Surveys, Posts, eResources, Panels), PHYSICIANS (Search for Physicians, Invite Colleagues, Your Profile), USING SERMO (Getting Started, Help/FAQs), Win AMEX Gift Card (\$500).
- Main Content:**
 - POST | ONCOLOGY:** Yervoy with thermal ablation.
 - Follow this post** | **Send to colleagues** | **Average Rating (1 rating)**
 - Posted by jrcopper** on February 07, 2012 - 03:44PM EST
 - AUTHOR SPECIALTIES:** Psychiatry
 - Text:** Has anyone had any clinical experience using radiofrequency, cryo, or microwave ablation of either primary or metastatic disease during Yervoy treatment for melanoma (or other ca for that matter)? There is an increasing amount of preclinical data on systemic responses to immunotherapy combined with ablation (creating an autologous vaccine of sorts). I've heard some anecdotal data suggesting this may be effective in the clinic as well. Any thoughts/experience?
 - Post ID:** 119562
 - Categories:** Oncology
 - Comments (2):** Go to most recent | Add your comment
 - arthurdawg** (Oncology - Hematology/Oncology, 1,000): Posted February 07, 2012 - 05:40PM EST. Nope... interesting idea though. Giving my first Yervoy this week, we've treated several in the group. Mark this comment helpful.
 - laavak** (Oncology - Hematology/Oncology): Posted February 07, 2012 - 08:37PM EST. Interesting idea. Targeted delivery could be an issue. Mark this comment helpful.

BI: Unbranded COPD Initiative

The screenshot shows the homepage of the DRIVE4COPD website. At the top, there is a navigation bar with the DRIVE4COPD logo on the left and social media links (Twitter, Facebook, Digg, Delicious, Email) on the right. Below the navigation bar is a main banner featuring a woman holding a pinwheel. To her right, text describes the campaign's goal: to find missing millions of people at risk for COPD. Below this, a link to learn more is provided. The bottom section contains three main promotional boxes: one about the COPD Foundation's role, one about a 24M monument, and one about downloading toolkits. A large central box for the COPD Foundation includes a link to read more and donate. On the right, a box asks if the user has been screened, showing a large number (2,458,495) and a link to take a screener. At the bottom right, there are buttons for Facebook, Twitter, and Flickr.

DRIVE4COPD

HOME ABOUT COPD EXPLAINED GET INVOLVED EVENTS PARTNERS MEDIA ROOM

DRIVE4COPD is a national public health campaign that aims to find the missing millions of people who may be at risk for chronic obstructive pulmonary disease (COPD) and don't even know it.

DRIVE4COPD aspires to put the brakes on COPD by helping people identify symptoms and encouraging them to talk to their healthcare professional.

- [Learn More About the DRIVE4COPD Campaign](#)

COPD FOUNDATION IS NOW LEADING DRIVE4COPD

LEARN ABOUT 24M: THE DRIVE4COPD MONUMENT

GET INVOLVED ... DOWNLOAD TOOLKITS AND RESOURCES

COPD
FOUNDATION

Read More About COPD Foundation and Donate Here

HAVE YOU BEEN SCREENED?
2,458,495
KNOW THEIR RISK FOR COPD

Take the COPD Screener Now!

Facebook Twitter Flickr

BI/Pfizer: Branded COPD Initiative



Does breathing with COPD weigh you down?

SPIRIVA can help you breathe better.
SPIRIVA works to help open your airways for 24 hours and reduce your risk of flare-ups. And SPIRIVA is steroid-free.

WATCH TV Spot

TAKE Our Poll

Getting Started



YouTube Channel launched in response to landscape analysis – consumers were searching YouTube for product information

- Since launch: Spiriva's share of voice increased and received over 4,600 views

Gamification



THE HEALTH OF THE WORLD IS AT STAKE AND
YOU'RE THE ONLY ONE THAT CAN SAVE US...

HOME

ABOUT

HOW TO PLAY

MEDIA

IDEAS LAB

BLOG

PLAY IT NOW

Syrum - Trailer

Share

More info

...in a trading card game.



Using Gaming to Educate



Mobile Apps

Reaching Women 45+ Where they Like to Receive Information

Mobile app featuring personalized wellness coaches, helpful reminders and motivating badges to help consumers on personalized wellness journey.

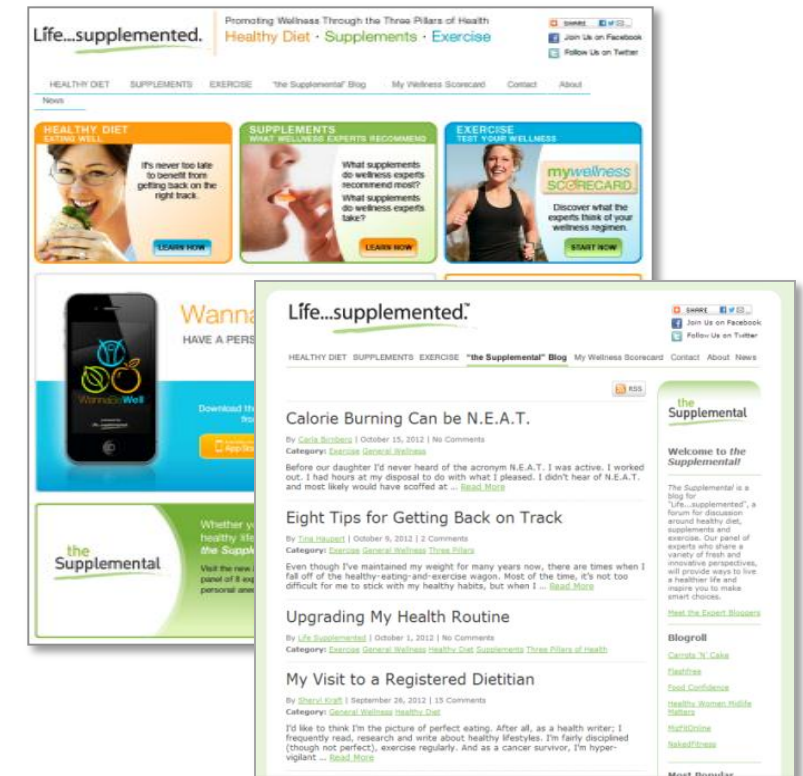
Mobile Wellness Application



Community Management



Website Update and Group Blog



Mobile apps- Branded



Mobile app featuring personalized reminders and trackers to help patients remember when to take their treatment and share with their healthcare team.

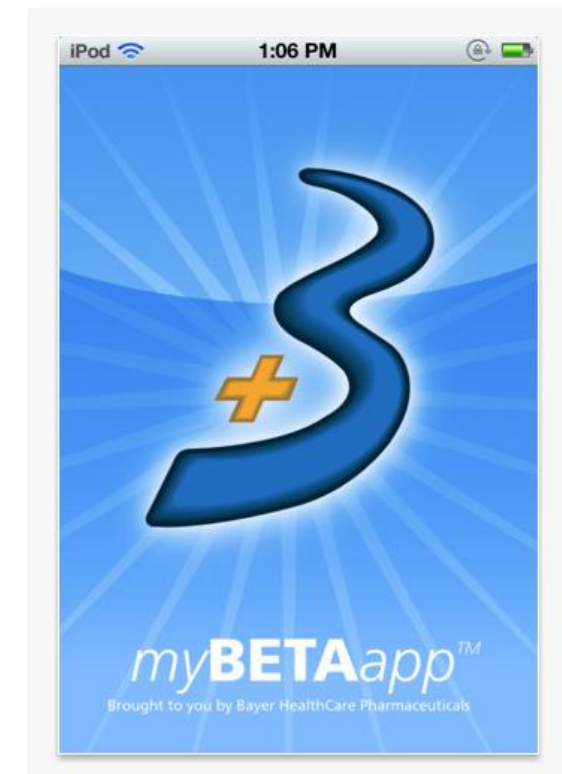
Injection Diagrams and Support



Treatment Schedules



Available for download on iTunes

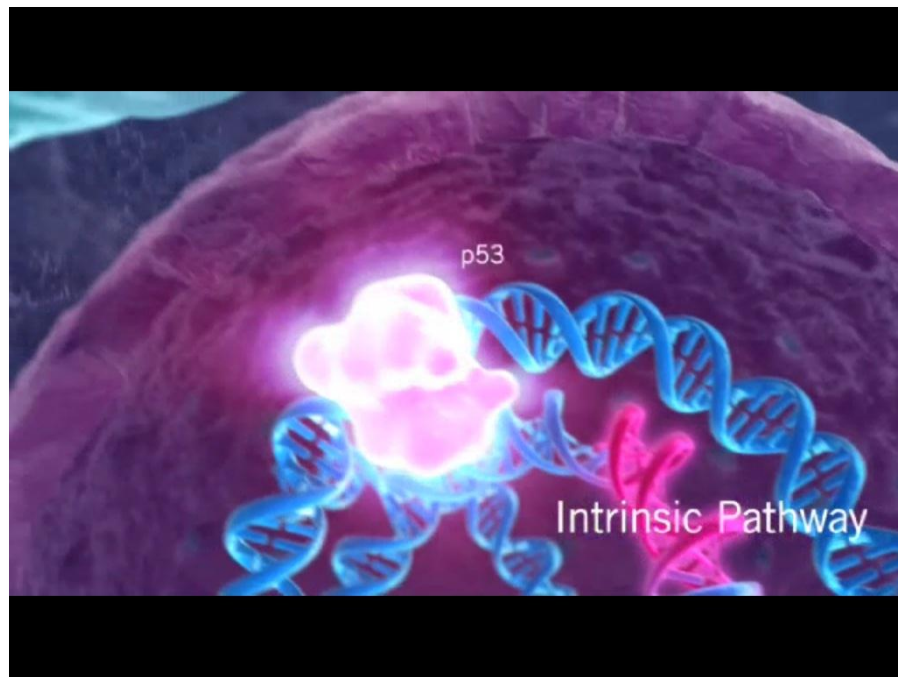


Mobile apps- Physician focused

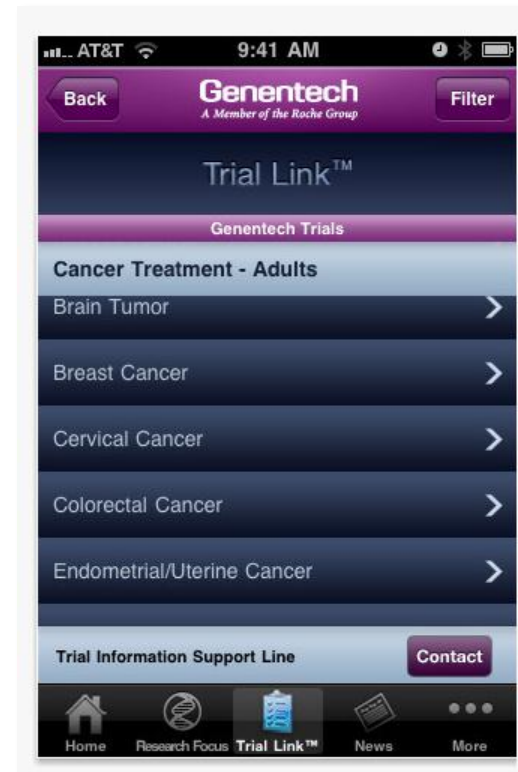


Mobile app provides all healthcare professionals with free access to the latest oncology news, resources and innovation

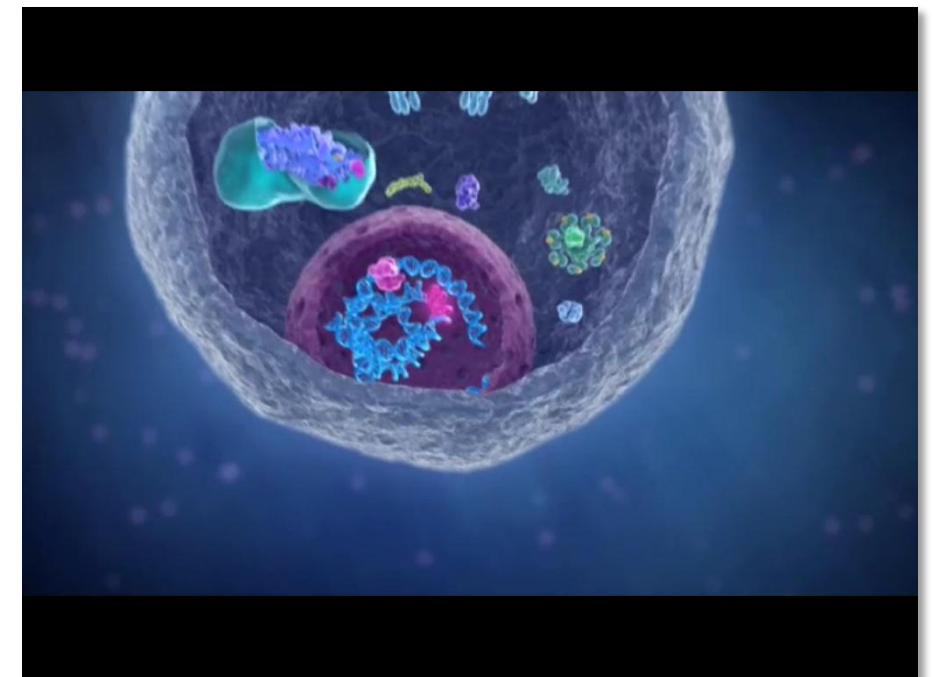
Rich Visuals on research and up-to-date innovative compounds



Trial Support



Engaging multimedia illustrating the latest in Oncology news



Social Media Influencer Outreach

Patient Blogger Summit



In 2009, Roche invited 29 of the most influential diabetes bloggers to its U.S. headquarters in Indianapolis.

Held a first-of-its-kind social media summit; to speak directly to and gather insights from the community




Goal was to ID ways for Roche/Bloggers to work together and build a trusting relationship

Summit is now an annual event, relationships have flourished and Medtronic, Lilly and Sanofi have since followed suit




Crowd Sourcing and User Generated Content

Soliciting User Content for Rare Disease

For US Residents Only
✉ Email | 🖨 Print | A A A

[Home](#) [Explore the TSC eBook](#) [Send to Friend](#)





Let **Turbo & Scott** bring a little courage,
inspiration and support to the
tuberous sclerosis complex community

Presenting the TSC eBook Turbo & Scott

Grab a loved one and start reading about the adventures of Scott, a young boy with TSC, and his best friend and stuffed toy dog, Turbo! **Click around to explore Turbo & Scott's story.**

[LAUNCH TURBO & SCOTT!](#) [EXPLORE THE SITE!](#)



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Get With The Beat

*Consumer driven,
disease awareness
campaign for Novartis
Hypertension franchise*

Get with the BEAT


Philippines | Spain

LEARN ABOUT HIGH BLOOD PRESSURE | VIEW THE GALLERY | COMPETITION DETAILS | TOOLS FOR EDUCATORS

The Get with the beat!

Competition is now closed and the winners are...


Global winner 10-13 years old



0:00 / 0:00

A PSA about high blood pressure by Ika dela Cruz

Global winner 18+



0:00 / 0:00

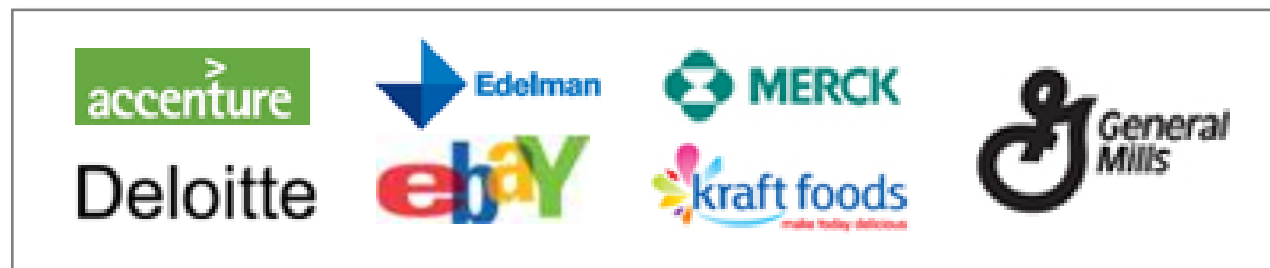
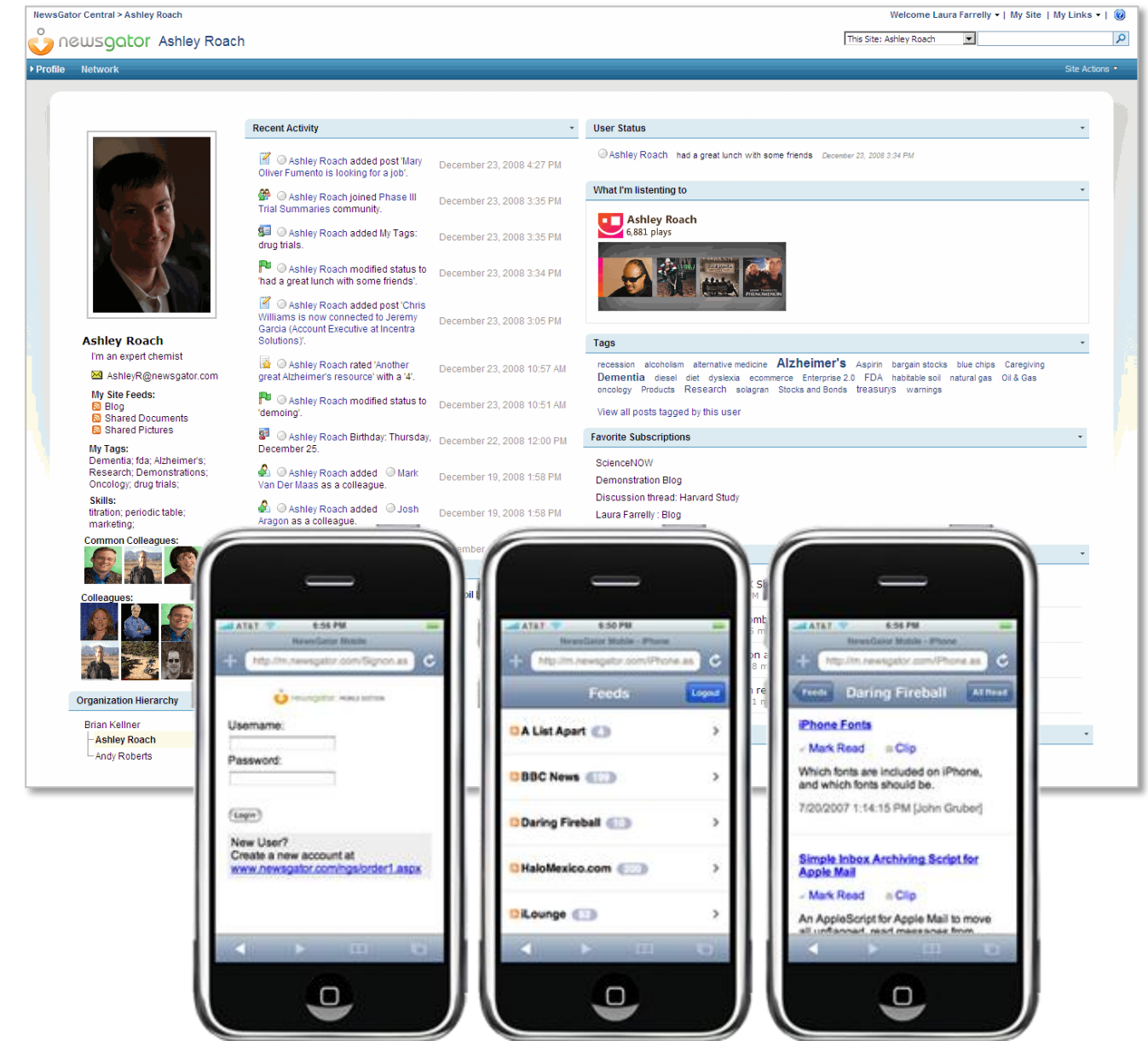
Prevencion contra la hipertension arterial by Victor Morón

Congratulations to our winners and thank you to everyone who participated in the Get with the beat! Competition for helping to spread the word about heart health and the importance of managing your blood pressure.

Employee Engagement

NewsGator and OneMerck

- NewsGator Social Sites and Microsoft Sharepoint enhanced OneMerck to provide:
 - Enhanced collaboration
 - Content distribution
 - Knowledge sharing
 - Social networking
 - Expertise discovery
 - WEB 2.0 interaction methods



Olivier Brandicourt's Internal Blog

A Space for Idea Generation & Best Practice Sharing



Pfizer Primary Care
New Conversations
@Start Here Olivier's Blog

[Read More](#)

See some PCBU successes or share your own
[GO](#)

What's Caught My Eye

March 11, 2010
Body, mind and genes all play a role in influencing the perception of pain
The Economist

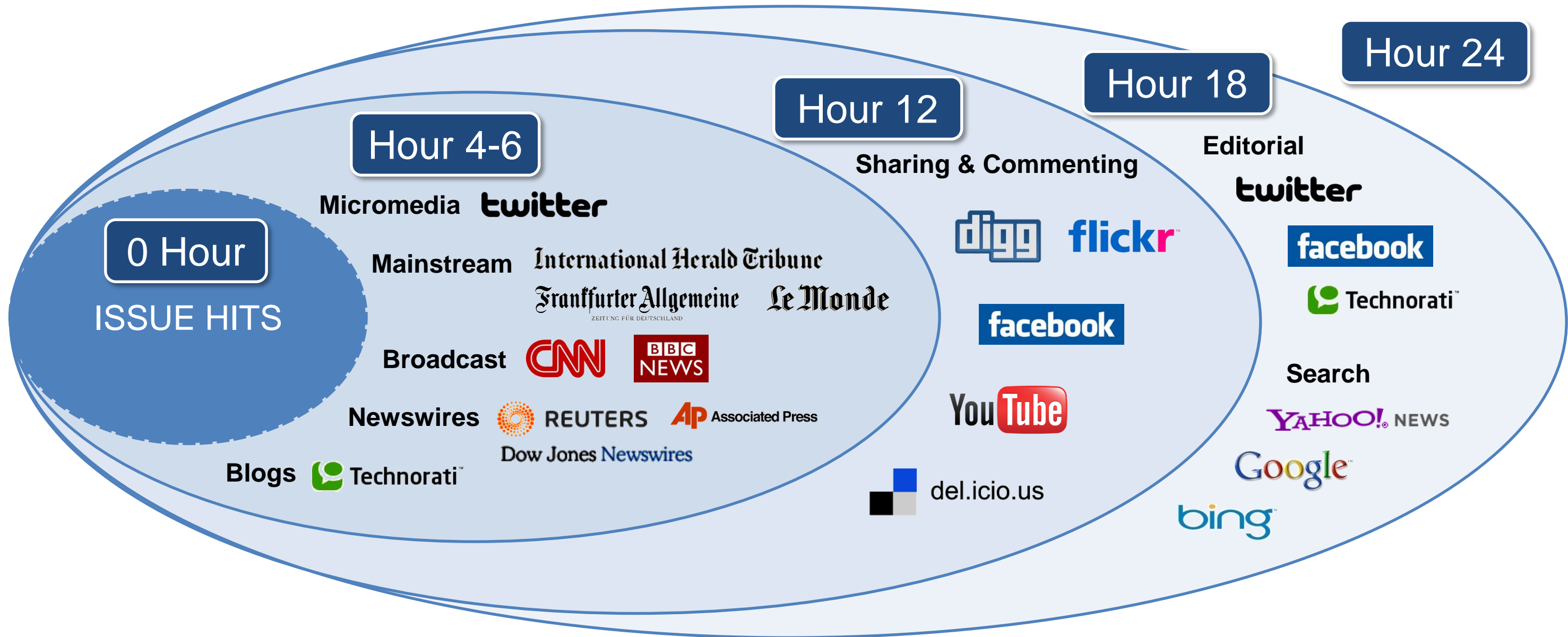
March 2010
The Faces of Health Care
Wall Street Journal

This week's guest blogger is John Young, Regional President

Issues Management

Social Media Cycle in Issues Management

Speed – The first 24 Hours



Thank you for your attention!

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