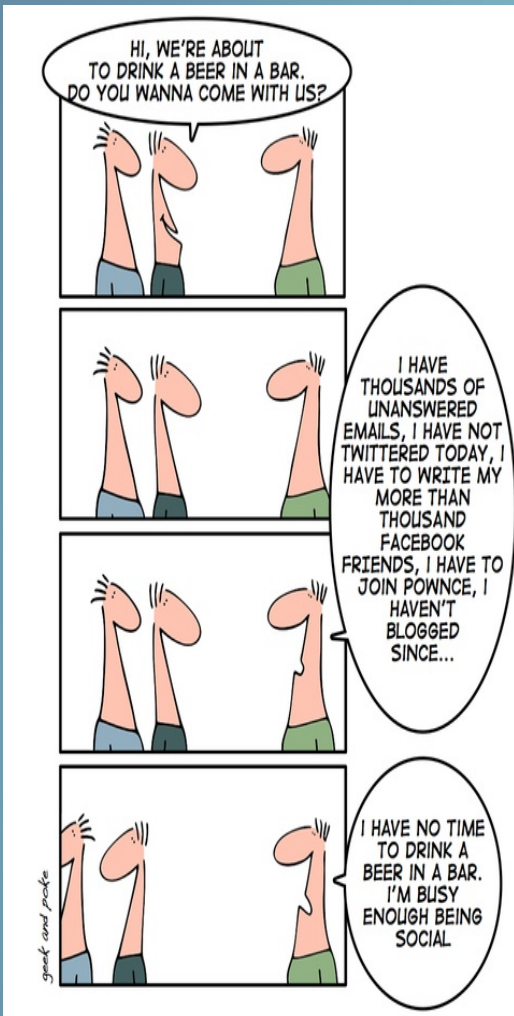


The landscape of Social Media:

Some relevant aspects for Pharma Industry

Claudia Rijcken





The Recession Hits Social Media...



6 Categories of Social Media

- Kaplan and Haenlein created a classification scheme for different social media types in their Business Horizons article published in 2010
- According to Kaplan and Haenlein there are six different types of social media:
 - collaborative projects
 - blogs and microblogs
 - content communities
 - social networking sites
 - virtual game worlds
 - virtual social worlds.
- Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, [crowdsourcing](#), and voice over IP, to name a few

Why We Cannot Ignore Social Media

- Consumers have more ways than ever to ignore traditional marketing. They have spam filters, do not call lists and have a Tivo (digital video recorder)
- They trust each other more than marketing channels. Social media has put the power to find information at their fingertips and they are ignoring advertising
- 25% of search results for the World's Top 20 largest brands are links to user-generated content
- 90% of consumers trust peer recommendations
- Only 14% of consumers trust advertisements

Source: EngagingTimes "Why marketers cannot ignore social media" June 2009 <http://engagingtimes.com/2009/08/31/marketers-cannot-ignore-social-media/>

Why We Cannot Ignore Social Media cont...

- *Whether pharmaceutical companies are listening or not, consumers and physicians are talking about treatments and brands, ranging from usage questions to suggestions to downright criticisms*
- *Companies who take too conservative approach to this type of channel run the risk of leaving consumers and physicians feeling ignored and ultimately distancing themselves from these customers*

Source: Manhattan Research "Practical Social Media Strategies for the Pharmaceutical Industry" 2009

How can Patient Recruitment benefit?

- We can increase current patient recruitment rates by utilizing online communities
- The viral nature of Social Media makes it a lower-cost alternative to traditional recruitment advertising
- Clinical data from Web 2.0 networks offers faster route to new hypothesis
- Online monitoring and reporting of Serious Adverse Events (SAEs) offers a quicker way to determining and monitor possible events/effects
- Etc.....

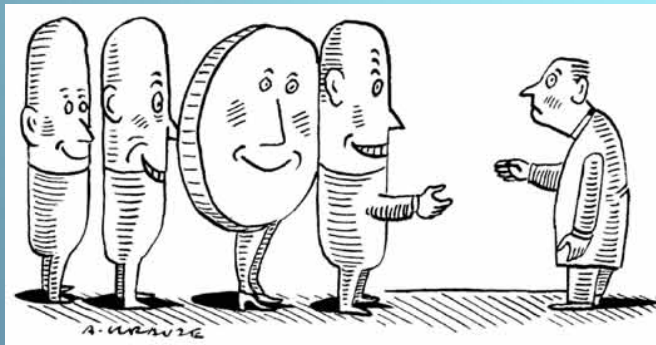
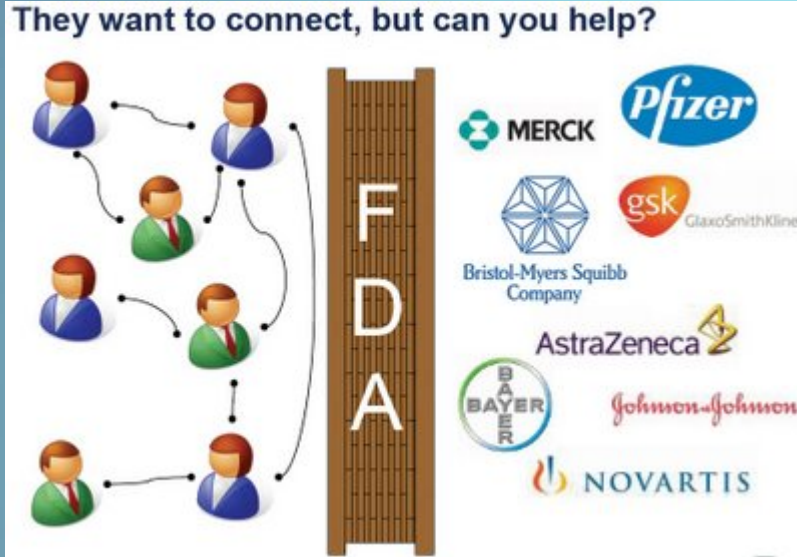
Concerns around Social Media

- Worry that bad information will flourish in forums/blogs
- Transparency of who is posting information
- Managing the risk that patients can be harmed when personal information is exposed (privacy issues)
- Ensuring that social media commentary complies with established regulatory (FDA) requirements
- The amount of issues to be managed will be tremendous
- Etc...

Internal versus external use



External use of Social Media in Pharma



Interesting overview of External Social Media in Pharma

<http://www.doseofdigital.com/healthcare-pharma-social-media-wiki/>

Brand Sponsored Patient Communities
Communities created by a pharma or healthcare brand

Program Type	Name	Description
Brand Sponsored Patient Communities	23andMe	23andMe is a snik community (thank you)
Brand Sponsored Patient Communities	Accu-Check Diabetes Link	Accu-Check Diabetes Link is a community for people with diabetes. Healthy lifestyles bloggers are talking into the program. Aggregates twelve prominent bloggers.
Brand Sponsored Patient Communities	All Circles	All Circles is a...

Patient Communities
Communities created with...

Program Type	Name	Description
Patient Communities (Non-Brand Controlled)	Accident	
Patient Communities (Non-Brand Controlled)	ACOR	
Patient Communities	Addictio	

Healthcare Professional Communities
Communities exclusive to healthcare professionals

Program Type	Name	Description
Healthcare Professionals Communities	American Academy of Ophthalmology	American Academy of Ophthalmology—"With photo-sharing, groups, blogs and more, the AAO.org community might just be the next best thing to the Annual Meeting. Join the conversation to make it even better!" via @paulwynn
Healthcare Professionals Communities	Asklepios	Asklepios—HCPs' social network operated by the Canadian Medical Association
Healthcare Professionals Communities	CardioSource	CardioSource—Physician communities from the American College of Cardiology. (via @paulwynn)
Healthcare Professionals Communities	Cardiothoracic Surgery Network	Cardiothoracic Surgery Network—"CTSNet is the most comprehensive, most heavily trafficked, and most reliable online source of information about cardiothoracic surgery available worldwide, and its online community of cardiothoracic surgeons is the largest in the world." via @paulwynn
Healthcare Professionals Communities	Colquhoun	Colquhoun—HCPs' social network serving the German speaking countries. Plans to expand and launch in Italy, France and Spain

Examples of Twitter messages of Pharma Companies



Novartis Pharma CH (@Novartis Pharma)

13-04-11 08:40

Für Ihre Patienten: Informationen rund um Typ-2-Diabetes: www.mein-diabetes.ch/#diabetes #diabetes #zuckerkrank

Sent from my iPhone



Family Action (@family_action)

07-04-11 11:56

Did you see our article in Guardian's Mental Health supplement with @AstraZeneca Read how our WellFamily Service helps bit.ly/fxtuJr



Medtronic News (@Medtronic News)

07-04-11 00:56

#Medtronic + #Apple = making better healthcare decisions, faster. Check out the video: bit.ly/f446Af



Roche (@Roche.com)

07-04-11 07:14

News: Roche announces positive Phase II results for trastuzumab emtansine (T-DM1) in HER2-positive metastatic... dlvr.it/MjPMD



Novartis (@Novartis)

08-04-11 08:00

Today is #Cushings disease Awareness Day. RT if you know someone with Cushing's. Visit AboutCushings.com

Some Twitter Pharma facts:

- Roche per 1/6/2011 1384 tweets
- Novartis per 1/6/2011 622 tweets
- AZ per 1/6/2011 459 tweets
- GSK per 1/6/2011 426 tweets
- Pfizer per 1/6/2011 426 tweets
- Sanofi Aventis / Merck no corporate tweet?

Example of Social Media Use in Pharma Medical Research

Will Social Media Tools Transform Clinical Research?

Posted by Nicole Lewis on Monday May 2nd at 3:42pm



(click image for larger view)

Slideshow: Health IT Boosts Patient Care, SafetyOnline communities in which patients monitor and submit data on the effects of novel drugs can accelerate pharmaceutical research by increasing the number of participants, and reducing the cost of conducting clinical trials. That's the conclusion of a study published last week in the journal, [Nature Biotechnology](#).

The goal of the study, which was conducted with the help of a health data-sharing group called PatientsLikeMe, was to evaluate the validity of a 2008 report published by the Proceedings of the National Academy of Sciences, which claimed lithium carbonate could slow the progression of the neurodegenerative disease amyotrophic lateral sclerosis (ALS).

To do this, [PatientsLikeMe](#) built a lithium-specific data collection tool to capture information about the 348 ALS patients registered with the PatientsLikeMe website who began taking the drug off-label via their physician.

PatientsLikeMe also developed a novel algorithm designed to match patients who reported taking lithium with a number of other ALS patients that had similar disease courses. By using a matched control group, PatientsLikeMe was able to reduce biases associated with evaluating the effects of treatments in open label, real world situations and improve the statistical results of the study making each patients contribution more significant.

The results refuted the positive findings of the previous study. "Using our analytic approach and data-capture methodology, we have been unable to replicate previously described promising results of the efficacy of lithium to slow the progression of ALS," the report said.

"This is the first time a social network has been used to evaluate a treatment in a patient population in real time," PatientsLikeMe co-founder Jamie Heywood said in a statement. "While not a replacement for the gold standard double-blind clinical trial, our platform can provide supplementary data to support effective decision-making in medicine and discovery. Patients win when reliable data is made available, sooner."

The study, also outlined five [advantages of using online tools](#) to collect patient-reported data to monitor drug use. These are:

- Speed. It took only nine months from initiation of the tool (March 2008) to the first public sharing of preliminary results (December 2008).
- Patient access. There is a potential to rapidly recruit widely dispersed patients with rare conditions and to overcome selection bias favoring patients living near specialist centers.
- Availability of control participants. Clinical outcome data were passively collected from thousands of patients who served as potential matched controls.
- Cost. Online studies have lower marginal costs per patient as compared with thousands of dollars per patient in traditional trials.
- Patient engagement. Patients who submitted data using the PatientsLikeMe website were connected with other patients, which may have a range of benefits.

PatientsLikeMe, a health data-sharing website with more than 100,000 patients and 500+ conditions, presented the study's preliminary results to the International ALS/MND Symposium.

Some innovative approaches

- Inhalation instructions per Youtube movie
- Internet therapies (reimbursed)
- Compliance and retention improvement (patients)
- Safety reporting via App
- Linguistic research
- Spread word about infectious diseases
- Communities to link patients (orphan)
- Training

“The best way to achieve privacy is to *appear* to be so public that no one bothers looking into areas that you want to protect”

Angeline Jolie

Backup Slides

Example of Social Media in (Medical Research)

PubMed.gov
U.S. National Library of Medicine
National Institutes of Health

Search: PubMed

Limits Advanced search

Display Settings: Abstract

WMMJ. 2011 Feb;110(1):42-3.

When to 'friend' a patient: social media tips for health care professionals

Leiker M.
Wisconsin Medical Society, USA.

PMID: 21473513 [PubMed - in process] **Free Article**

PubMed.gov
U.S. National Library of Medicine
National Institutes of Health

Search: PubMed

Limits Advanced search

Display Settings: Abstract

Am J Nurs. 2011 Apr;111(4):56-59.

iNurse: Facebook, Twitter, and LinkedIn, Oh My!

Duffy M.
Megan Duffy is an RN in an ED in the Midwest. Her blog, Not Nurse Ratched, can be found at <http://notinratched.net>.

PMID: 21451299 [PubMed - as supplied by publisher]

PubMed.gov
U.S. National Library of Medicine
National Institutes of Health

Search: PubMed

Limits Advanced search Help

Search

Display Settings: Abstract

Pediatrics. 2011 Apr;127(4):800-4. Epub 2011 Mar 28.

The impact of social media on children, adolescents, and families.

O'Keefe GS, Clarke-Pearson K; Council on Communications and Media.

Abstract

Using social media Web sites is among the most common activity of today's children and adolescents. Any Web site that allows social interaction is considered a social media site, including social networking sites such as Facebook, MySpace, and Twitter; gaming sites and virtual worlds such as Club Penguin, Second Life, and the Sims; video sites such as YouTube; and blogs. Such sites offer today's youth a portal for entertainment and communication and have grown exponentially in recent years. For this reason, it is important that parents become aware of the nature of social media sites, given that not all of them are healthy environments for children and adolescents. Pediatricians are in a unique position to help families understand these sites and to encourage healthy use and urge parents to monitor for potential problems with cyberbullying, "Facebook depression," sexting, and exposure to inappropriate content.

PMID: 21444588 [PubMed - in process]

PubMed.gov
U.S. National Library of Medicine
National Institutes of Health

Search: PubMed

Limits Advanced search

Display Settings: Abstract

Drug Saf. 2011 Apr 1;34(4):267-71. doi: 10.2165/11590720-000000000-00000.

Social media and networks in pharmacovigilance: boon or bane?

Edwards IR, Lindquist M.

Comment on
Drug Saf. 2011 Apr 1;34(4):351-2.

PMID: 21417499 [PubMed - in process]

[Send to:](#)

Example of Social Media in NL Healthcare

Bloggende patiënten en familieleden delen persoonlijke verhalen over ziektes die hun leven op de kop zetten

<http://dirkie.nu/>
<http://ragnaja.wordpress.com>
<http://www.marloesjuffermans.nl>
<http://www.jerry-haime.nl/blog>
<http://empowerment.pameijer.nl>

Artsen geven via Twitter een inkijkje in hun dagelijkse werkpraktijk

<http://twitter.com/oogarts>
<http://twitter.com/JKKNL>

Patiënten vinden elkaar op open 'niche' communities rondom een specifiek ziektebeeld of stoornis

<http://www.psoriasisblog.nl>
<http://www.multiplescleroseblog.nl>
<http://www.proud2bme.nl>
<http://www.stomaatje.nl>

Informatievoorziening via social media

<http://www.reumalijn.hyves.nl>
<http://twitter.com/tweetspreekuur>

Campagne voeren

<https://www.jaofnee.nl>
<http://stopaidsnow.hyves.nl>
<http://werkenbijamerpoort.nl>

Ervaringsverhalen op YouTube

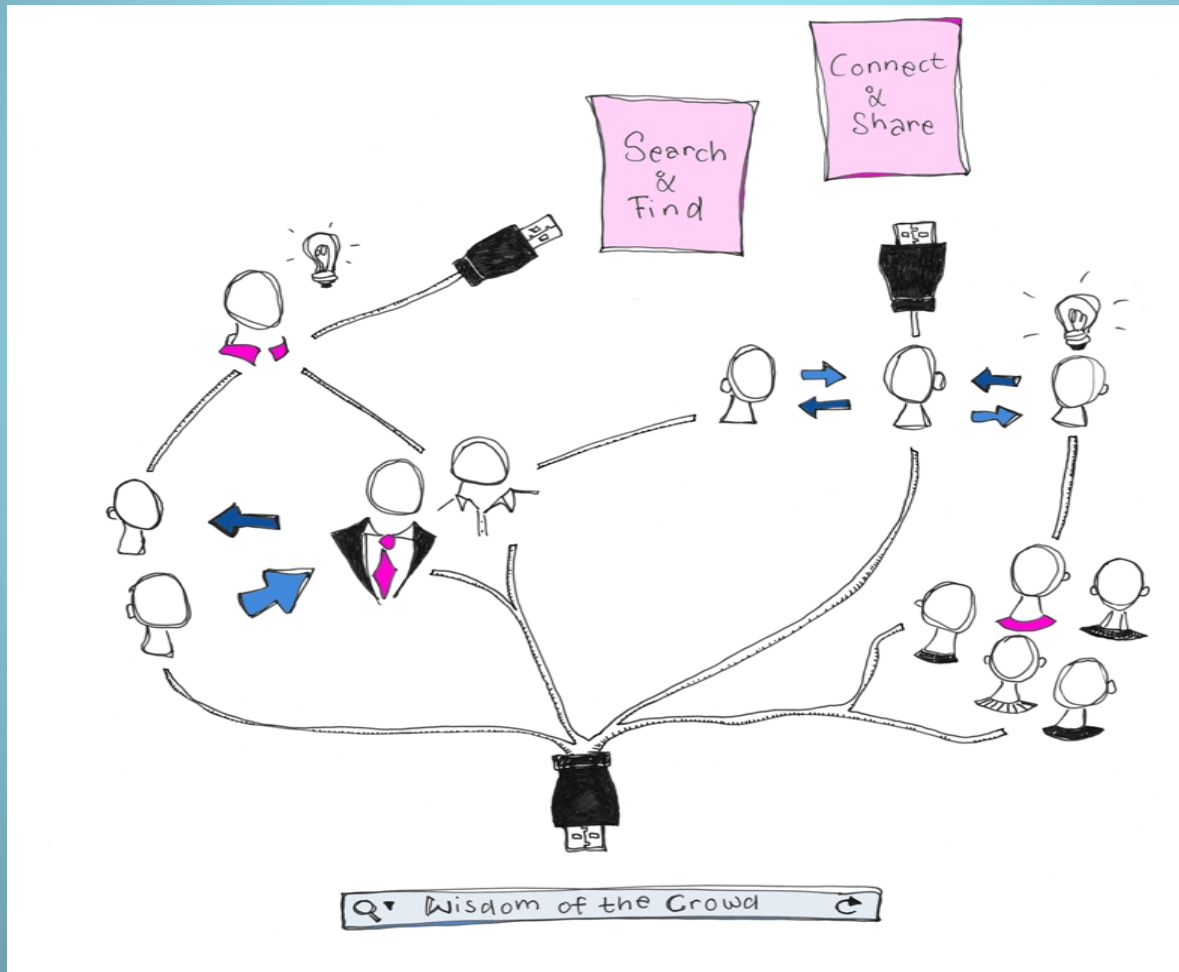
[Jongeren met spierziekten](#)
[Experience Psychose](#)



Adobe Acrobat 7.0
Document

Social Media Monitor Zorg
March 2011

Social Media for the internal organisation: Intranet 2.0



Social Media for the internal organisation: Intranet 2.0



Enkele bevindingen en gevonden statistieken

95% van de kennis is informeel en zit in hoofden van werknemers



Wanneer werknemers binnen een organisatie informatie zoeken, wordt in 90% van de gevallen dat die informatie binnen de organisatie beschikbaar is, toch via internet buiten de deur gevonden



Van directieleden gebruikt 92% LinkedIn *



69% van de werknemers denkt dat meetings binnen hun bedrijf niet productief zijn *



Voor 20% van de gebruikers zal binnen 3 jaar social tools email hebben vervangen *



Werknemers van 35 jaar of jonger vertegenwoordigen 35% van de workforce. 47% in 2014. (BLS.gov)



* Gegevens van: Pew, Gartner, Wall Street Journal, Nielsen, Socialnomics.net



Meest belangrijke argumenten om Interne Social Media in te zetten (managers):



Social Media for the internal organisation: Intranet 2.0



Waarom elke organisatie Interne Social Media zou moeten implementeren



Het vinden van expertise binnen de organisatie wordt gemakkelijk via Interne Social Media. Het verbindt mensen door alle lagen van de organisatie



Millenials (werknemers tot 31 jaar) geven aan dat zij de organisatie zlln verlaten wanneer zij niet productief kunnen zijn door gebruik van deze nieuwe manieren van communiceren en samenwerken.



Informele kennis, in de hoofden van de werknemers moet toegankelijk gemaakt en geborgd worden. Dit kan door conversaties op te slaan. Dit kan alleen door gebruik van social media tools.



De westerse economie kan alleen overleven op basis van ceativiteit en innovatie, niet op basis van kennis. Kennis is overal. Daarom moeten werknemers zich kunnen uiten en ideeën kunnen delen. Deze ideeën worden via social media tools erkend en gestimuleerd.



Managers zullen steeds minder worden beoordeeld op de plek binnen de hiërarchie en steeds meer op zichtbare bijdrage. Met behulp van Interne Social Media kunnen zij op een efficiënte manier hun bijdrage tonen en bewijzen.



De ROI van advertising daalt snel en de invloed van 'word of mouth' en aanbevelingen stijgt. Gebruik je eigen mensen en hun sociale netwerken om je verhaal over te brengen. Daarvoor hoeven ze alleen maar te delen wat ze meemaken. Eng? Train hen door te starten met social media tools, veilig binnen de muren van de organisatie.



Meest gevraagde functies



Microblogging



Vinden van expertise



Nieuws



Mobiele applicatie



Samenwerken in documenten



Blogs



Video en images



Groepen



Activity streams



Innovation cooker



Wiki