

HEALTH  
**onyx**

## Surviving in the Social World

**individually** we excel  
**together** we exceed



# The Pharmaceutical Industry

---

- Highly Regulated Industry
  - Not allowed to talk or promote products directly to patients
  - Lots of do's and don't with regards how products are promoted to clinicians
  - Tell – Sell approach to marketing
- Digital Environment
  - Initially driven by e-detailing and e-CME – safe environment
  - Brand Early Adopters – Janssen, Bayer
  - Corporate Communications – AZ, Pfizer, Roche
- Social Media
  - Seen by many as a “no-go” area
  - Lack of regulatory guidance
  - Concerns about pharmacovigilance



# A Change in Mindset

---



*“For the pharmaceutical industry to effectively engage online with its stakeholders there needs to be a change in mindset not a change in the regulations”*

*Karen Winterhalter – January 2011*

# A Change in Mindset

---



Closed

Selective

Controlled



# Everyone Knows Their Place

---

Advertising

Medical  
Education

Public Relations/  
Communications

Market Access

Product Promotion  
Transactional



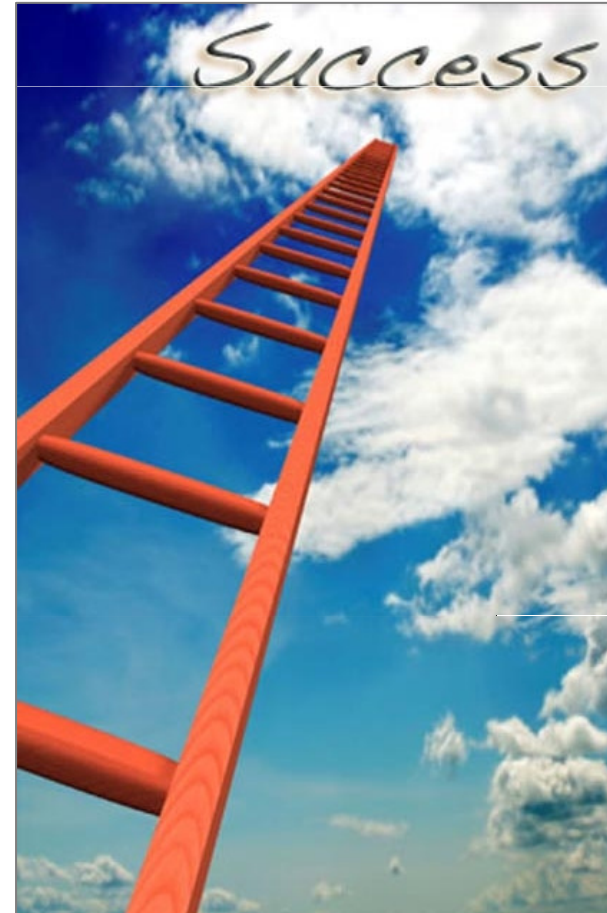


# A Change in Mindset

---

In a transactional world we:

- Focus on how we are going to make a sale
- We turn prospects into suspects and suspects into customers
- We have our sales messages that are targeted and focussed
- We have a push marketing approach “telling and selling” all the way
- We are now working in a different environment where most decision about treatments are made away from the prescriber



# From AIDA to AIDA

---

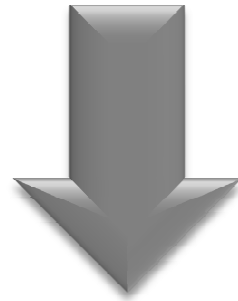
THEN

Awareness

Interest

Desire

Action



Awareness

Interaction

Dialogue

Action



?

onyx

HEALTH



# Generation Y

---

- Generation Y, also known as the Millennium Generation
- Born in the mid-1970s to the early 2000's
- Characteristics of the generation Y
  - Often young, smart and bright
  - Highly active
  - Increased use and familiarity with communications, media, and digital technologies
  - Want to work, but they don't want work to be their life
  - Not loyal to a particular company
  - Nomads who can move about quickly
  - Use their network for information and support
- Many of your clients will come from generation Y





# A Change in Mindset

---

- We are experiencing a shift towards a “social world.” Our customers want to be connected, they want to support each other and they want to have conversations
  - Doctor attendance at meetings and conferences significantly reduced
  - Hierarchical approach and influence to medicine diminishing with younger generation
  - Old approach to medical relations now outdated model
  - 2/3<sup>rd</sup> of EU doctors now use smart phones
  - SERMO and doctorsnet showing the value of networking and collaborating online
  - Patients want to know about their disease before they visit the doctor



onyx HEALTH

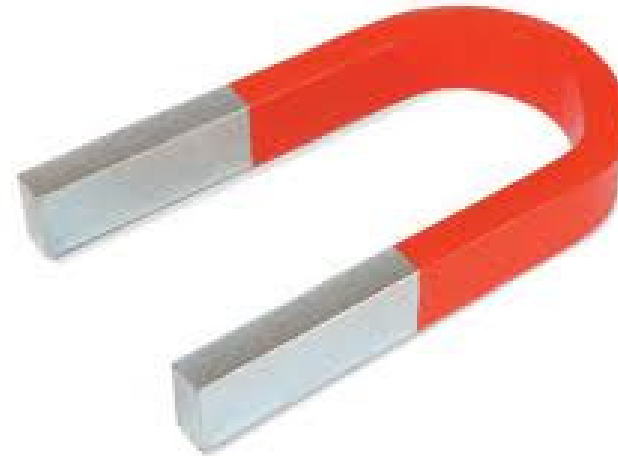


# Transactional vs Social

---



Trap customers



Attract followers

The goal is **NOT** to sell what you have to people who **NEED** what you have.....The goal is to get people to **BELIEVE WHAT YOU BELIEVE**



# A Change in Mindset

---



Open

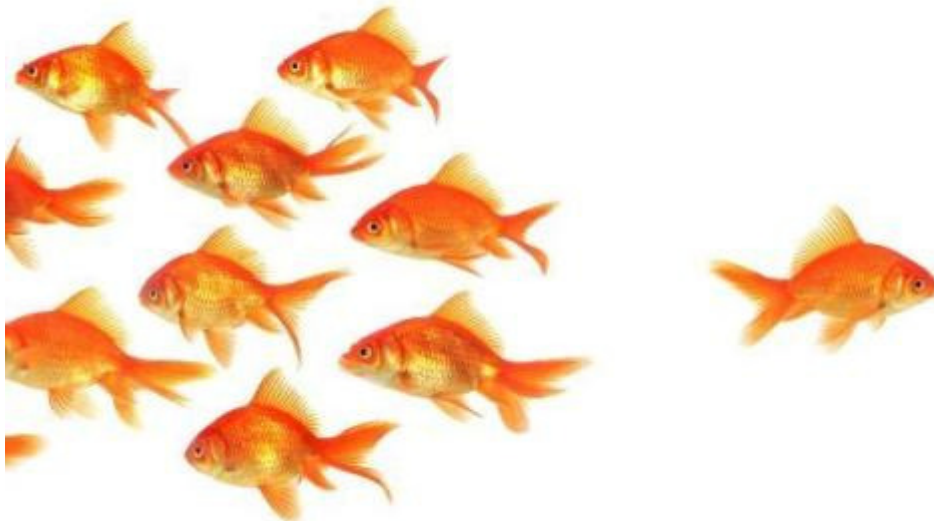
Random

Supportive

# Network Thinking

---

- **Open** – to new people, new thoughts and with your knowledge
- **Random** – in the way you are willing to expand your network and who you are willing to learn from
- **Supportive** – toward others, helping and sharing knowledge where you can



# Network Value

---



Pharmaceutical companies are waking up to the fact they need to have their own voice in order to build an open transparent online reputation



# Building Social Capital

---

- Social capital can include many different aspects of your online activity:
  - The networks you belong to and the size of those networks
  - The thoughts you are leading
  - How active you are online
  - The reputation you hold amongst your followers
  - How often your thoughts are shared by others

Attract followers





**All Friends** OnyxHealth

From the blog:: I forced 80 accountants to talk to each other - And... they loved it. In fact they... <http://bit.ly/f0cP32> #networking

• HeatherTowns, [+] Tue 12 Jul 20:26 via Tweet Old Post

Taking care of pretty upset boyfriend. It involves lots of whiskey and pizza, I don't mind one of those at least.

• Alexxxje, [+] Tue 12 Jul 20:26 via Echofon

KLAS: 'Private' #HIE's leaving 'public' HIE's in the dust <http://bit.ly/ru72TT> #HealthIT #HITsm

• Perficient\_HC, [+] Tue 12 Jul 20:26 via TweetDeck

RT @angel189: Infographic Of The Day: Using Twitter And Flickr Geotags To Map The World | Co.Design <http://bit.ly/pL7m51> #socialmedia

• AStagge, [+] Tue 12 Jul 20:25 via TweetDeck

RT @HiveDan Important Question: Is your hospital's online community for real? #hscm #hcsmeu <http://owl.li/5Cwa5>

• AStagge, [+] Tue 12 Jul 20:25 via TweetDeck

I don't think I will ever get tired of watching Andy Hayman's over-the-top reply. <http://tinyurl.com/6xifeyz> it should become a meme.

• SimonNRicketts, (RT by ThinkingFox), [+] Tue 12 Jul 20:22

Toumeau will launch 12 signature timepieces in September which will be available at the retailer's 39 locations. <http://bit.ly/nP5Q8U>

• womensweardaily, [+] Tue 12 Jul 20:20 via HootSuite

MT @HEALTHNOISEcom Hesitant switching to Google+? This plugin displays your #Facebook feed in Google+! #hcsmeu <http://hnoi.se/nTL5dU>

• whydotpharma, [+] Tue 12 Jul 20:17 via TweetDeck

Anyone else having #twitterproblems? Not letting me follow anyone and says the clocks on all my devices are out of sync :-(

• namgalsipsdar, [+] Tue 12 Jul 20:13 via Twittrific

**Search: #hcsmk**

RT @combinedmedia: Google to launch Google+ for brands - Brand Republic News - #socialmedia #hcsmk <http://bit.ly/o7M6yV>

• Dominic\_Tyer, [+] Tue 12 Jul 19:05 via HootSuite

MT @Alex\_Butler: Patients seek emotional support with diagnoses using #SM | Information Week | <http://bit.ly/oVbi8W> #hcsmeu #hcsmkUK

• jgunson, [+] Tue 12 Jul 16:22 via TweetDeck

Google Health Demise & its Significance on Healthcare NEW Blog Entry <http://bit.ly/qZbVdk> #GratefulDead #hcsmasia #hcsmk #google #hc

• HospitalPatient, [+] Tue 12 Jul 15:56 via TweetDeck

Newsletter from #hcsmk - <http://t.co/XhnWNGP>

• neovoca, [+] Tue 12 Jul 15:43 via Tweet Button

RT @MarkRaganCEO: An inspirational hospital fundraising story <http://bit.ly/lpySCL> #hscm #socialmedia #hcsmk #blogging

• VeronicaSApplet, [+] Tue 12 Jul 15:41 via Dynamic Tweets

RT @Alex\_Butler: The #hcsmkUK paper is out => <http://bit.ly/mgDdzc> including @blogbrevity & 5 reasons physicians should be on #4sq #hcsmeu

• jonescarwyn, [+] Tue 12 Jul 15:24 via TweetDeck

Looking forward to my @pharmaig panel in 5 minutes <http://bit.ly/ofAifC> with @Eileenobien 'Is #SM right for pharma?' #hcsmk #hcsmeu

• Alex\_Butler, [+] Tue 12 Jul 15:14 via Visibli

RT @MarkRaganCEO: An inspirational hospital fundraising story <http://bit.ly/lpySCL> #hscm #socialmedia #hcsmk #blogging

• RaganHealth, [+] Tue 12 Jul 13:18 via Dynamic Tweets

Creative use of #qrcodes - some fun some annoying ;+) #hcsmeu #hcsmk <http://ow.ly/5Cgk1> ^NC (from @Econsultancy)

• aurorahealthpr, [+] Tue 12 Jul 13:12 via HootSuite

**Search: #hcsmeu**

RT @HiveDan Important Question: Is your hospital's online community for real? #hscm #hcsmeu <http://owl.li/5Cwa5>

• AStagge, [+] Tue 12 Jul 20:25 via TweetDeck

MT @HEALTHNOISEcom Hesitant switching to Google+? This plugin displays your #Facebook feed in Google+! #hcsmeu <http://hnoi.se/nTL5dU>

• whydotpharma, [+] Tue 12 Jul 20:17 via TweetDeck

RT @semdave: RT @wendyblackburn: Google Hand Holding Brings Pharma to YouTube | ClickZ <http://t.co/d8ZlHth> #fdasm #socpharm #hscm #hcsmeu

• whydotpharma, [+] Tue 12 Jul 20:00 via HootSuite

RT @wendyblackburn: Google Hand Holding Brings Pharma to YouTube | ClickZ <http://t.co/d8ZlHth> #fdasm #socpharm #hscm #hcsmeu

• semdave, [+] Tue 12 Jul 19:51 via HootSuite

RT @wendyblackburn: Google Hand Holding Brings Pharma to YouTube | ClickZ <http://t.co/d8ZlHth> #fdasm #socpharm #hscm #hcsmeu

• pre\_scribed, [+] Tue 12 Jul 19:42 via HootSuite

RT @WendyBlackburn: Google Hand Holding Brings Pharma to YouTube | ClickZ <http://t.co/d8ZlHth> #fdasm #socpharm #hscm #hcsmeu

• 2TenLLC, [+] Tue 12 Jul 19:40 via TweetDeck

Google Hand Holding Brings Pharma to YouTube | ClickZ <http://t.co/d8ZlHth> #fdasm #socpharm #hscm #hcsmeu

• WendyBlackburn, [+] Tue 12 Jul 19:38 via TweetDeck

RT @HealthIsSocial "99.5% of Hospitals Report Drug Shortages" <http://t.co/3dH29VQ> // Finally we r not the only one! #opnHealth #hcsmeu #hscm

• Ofakoglou, [+] Tue 12 Jul 19:28 via web

RT @hjluku: Healthcare and Social Media... the ROI is Real, but the \*Message\* <http://t.co/19zriD0> #hcsmeu

• AStagge, [+] Tue 12 Jul 19:25 via TweetDeck

**Search: OnyxHealth**

RT @andrewspong: @spitzstrategy asks: what will Google+ mean for healthcare? <http://bit.ly/pjCzP7> | MM&M #hcsmeu #socpharm

• OnyxHealth, [+] Mon 11 Jul 22:18 via Scoop.it

RT @pennypower: 'Former News of the World journalists' silenced on Twitter - Telegraph <http://t.co/A3qtdlf> via @Telegraph

• OnyxHealth, [+] Mon 11 Jul 22:17 via Tweet Button

**Search: #socp**

RT @sen: Google YouTube #fdasm

• whydotpharma, [+]

#ephar Pharma Facebook connect

• PharmaDigital\_, [+]

RT @we: Holding <http://t.co/...> #hscm #

• semdave, [+] Tue 12 Jul 20:00 via HootSuite

RT @We: Google YouTube #socpha

• MikeMarett, [+] Tue 12 Jul 20:00 via HootSuite

RT @we: Holding <http://t.co/...> #hscm #

• pre\_scribed, [+] Tue 12 Jul 20:00 via HootSuite

RT @We: Holding <http://t.co/...> #hscm #

• 2TenLLC, [+] Tue 12 Jul 20:00 via HootSuite

Google YouTube #fdasm

• WendyBlackburn, [+] Tue 12 Jul 20:00 via HootSuite

What do @andrew brings P <http://bi...>

• wiltonbound, [+] Tue 12 Jul 20:00 via HootSuite

What do @andrew brings P <http://bi...>

• pixelsandpills, [+] Tue 12 Jul 20:00 via HootSuite





# Karen Winterhalter

**@OnyxHealth** London & North East  
*Pharma/healthcare digital coach and marketing communications consultant wanting to make a difference. Lover of running, Jimmy Choos and red wine*  
<http://www.onyxhealth.com>

Edit your profile →

Tweets Favorites Following Followers Lists

**andrewspong** Andrew Spong by OnyxHealth  
.@spitzstrategy asks: what will Google+ mean for healthcare?  
<http://bit.ly/pjCZp7> | MM&M #hcsmeu #socpharm  
11 Jul

**pennypower** Penny Power by OnyxHealth  
'Former News of the World journalists' silenced on Twitter -  
Telegraph [telegraph.co.uk/news/uknews/ph...](http://telegraph.co.uk/news/uknews/ph...) via @Telegraph  
10 Jul

**OnyxHealth** Karen Winterhalter  
5 pharma marketing mistakes and how to fix them  
[social.eyeforpharma.com/node/23232](http://social.eyeforpharma.com/node/23232) | love this article - great insight and honesty  
7 Jul

**OnyxHealth** Karen Winterhalter  
Speaking at #MedComms this afternoon surviving in the social world  
[twitter.com/networkpharma/...](http://twitter.com/networkpharma/) #hcsruk  
5 Jul

**networkpharma** peter llewellyn by OnyxHealth  
RT @OnyxHealth Great overview of benefits of Twitter at medical congress and why to get involved [lnkd.in/w86V\\_x](http://lnkd.in/w86V_x) #medcomms  
16 Jun

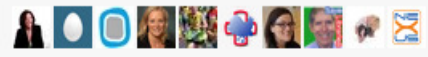
## About @OnyxHealth

298 Tweets 335 Following 352 Followers 39 Listed

### Similar to you · view all

- Natasha\_Peacock** Natasha Peacock  
*Healthcare PR Senior Account Executive currently w...*
- BenWagenaar** Ben Wagenaar  
*Partner and digital specialist at OPEN Health. Intere...*
- AngieWiles** Angie Wiles  
*'Juggler' of all things healthcare, PR, media and home!*

### Following · view all



# Terminology

---

- OnyxHealth – username
- @OnyxHealth – copy me into tweets
- #hcsruk – follow a conversation or all tweets
- Tiny url [www.onyxhealth.com/blog/whereamItoday?](http://www.onyxhealth.com/blog/whereamItoday?)
- <http://bit.ly/pjCZp7>
- Retweeting



# A Philosophy and Framework

---

Strangers

**KNOW ME**



*Collecting and  
Sharing Knowledge*

Social Media  
Broadcasting

Friends

**LIKE ME**



*Collecting and  
Sharing People*

Social  
Networking  
Conversation

Followers

**FOLLOW ME**



*Network value –  
Knowledge and  
people*

Leading and Influencing

In today's social world, individuals, corporate and brands all need to start thinking about building their social capital

**onyx**

HEALTH





# Know Me, Like Me, Follow Me

---



Why will people want to know you?

What thoughts are you leading?  
What is your expertise?  
How visible are you?

Traditional marketing  
Twitter  
Blogs  
YouTube  
Flickr

Why will people like you?

What are your sentiments?  
How do you engage with your network?

Sharing knowledge  
Sharing contacts  
Connecting people

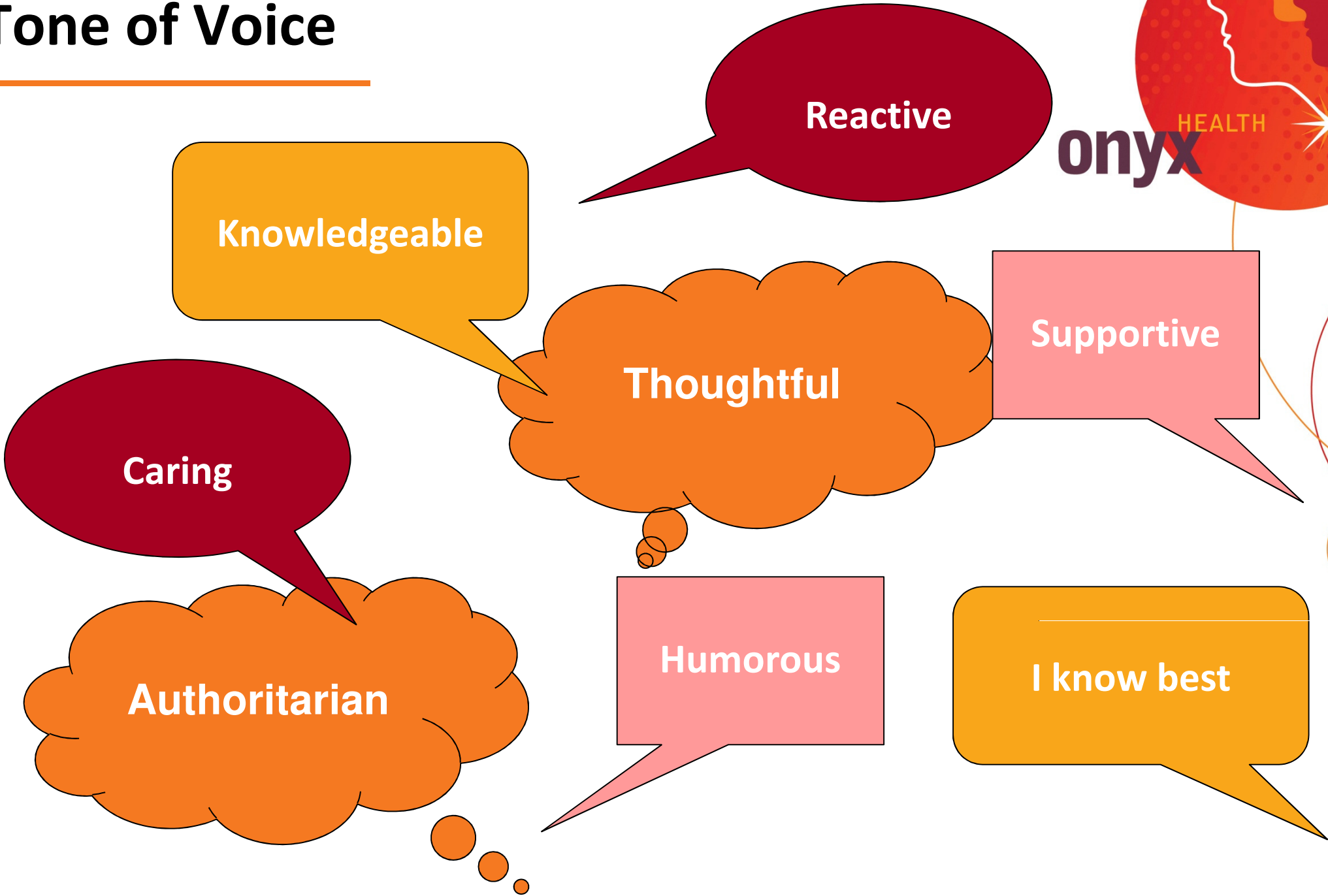
Why will people follow you?

Built up a reputation  
Leading expert in field  
Strangers listen to you

Others will share your knowledge with their networks

# Tone of Voice

---



# Beware of the Bullies

---

- Be prepared for compliments and criticisms
- If you voice an opinion be prepared to support it
- Beware of the negative bandwagons
- Think about your response
- Think about your retweets



# Measuring Influence



## Klout Score

Measurement of your overall online influence [Learn more](#)

### Score Summary

[Compose Tweet](#)

**39** klout score  
**2K** true reach  
**20** amplification  
**54** network

### Achievements

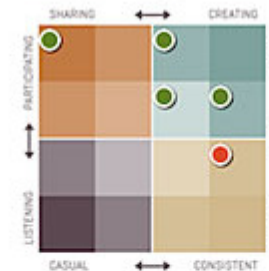
- 100 LIST MEMBERSHIPS
- 100K MESSAGE REACH
- 250 TOTAL RETWEETS
- 100 UNIQUE RETWEETERS
- 100 UNIQUE MENTIONERS
- 250 UNIQUE MSGS RETWEETED

## Influence Matrix

Influence style and network [Learn more](#)

### Klout Classification

[Compose Tweet](#)



**@sazbean is a Networker**

You know how to connect to the right people and share what's important to your audience. You generously share your network to help your followers. You have a high level of engagement and an influential audience.

### Influenced By

[Compose Tweet](#)

- BCHESNUTT **DK 37**
- DIGITALWOMAN **DK 25**
- CSPENN **DK 51**
- KENBURBARY **DK 21**
- BRIANCRAY **DK 22**


### Influencer Of

[Compose Tweet](#)

- STEELEAGENCY **DK 18**
- HENRYDOTSIGN **DK 9**
- BIZMEBIZGAL **DK 14**
- EFFICIENCYGAIN **DK 8**
- REPDEF **DK 28**

# Measuring Influence





Understand your social capital

[Dashboard](#) | [Public Profile](#) | [Settings](#) | [Logou](#)


PeerIndex  
**49**

## Aiy Karen Winterhalter!

[Dashboard](#) | [Your Groups](#) | [Your Topics](#) | [Your Stats](#) | [Your Sources](#) | [Your Profile](#)

updated about 9 hours ago


### Topic Fingerprint



AME arts, media and entertainment  
 TEC technology and internet  
 SCI science and environment  
 MED health and medical  
 LIF leisure and lifestyle  
 SPO sports  
 POL news, politics and society  
 BIZ finance, business and economics

[Download image](#)

### Components



- ACTIVITY 54
- AUTHORITY 51
- AUDIENCE 41

[Download image](#)

#### Profile Complete?

70%

[How to complete my profile?](#)

#### Trending Topics

- [Intel](#)
- [Product Management](#)
- [Beauty & Cosmetics](#)
- [Electronic Engineering](#)
- [Strength Training](#)

Click to see who is talking about these topics...

#### Get Plugins New

**kynetx**  
 Install the [Chrome plugin by Kynetx](#) to see PeerIndex of people within the tweetstream and around the web.

**rapportive**  
 Add a custom PeerIndex raplet to your [Rapportive](#) sidebar - raplet URL: `api.peerindex.net/1/raplet`

#### Featured App

**woos.at**  
 See where cool people are hanging out - a fantastic mashup between PeerIndex and FourSquare.

### Connections

People you talk to most	People who @ or RT you	People who you @ or RT
<a href="#">Mike Turner</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">54</span>	<a href="#">Jon Silk</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">59</span>	<a href="#">Da Widge</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">57</span>
<a href="#">Alex Butler</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">64</span>	<a href="#">Heather Townse...</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">62</span>	<a href="#">alex.butler</a> <span style="color: red;">★ Invite</span> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">32</span>
<a href="#">Andrew Spong</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">69</span>	<a href="#">Kai Gait</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">45</span>	<a href="#">Gary Monk</a> <span style="color: red;">★ Invite</span> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">46</span>
<a href="#">Thomas Power</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">81</span>	<a href="#">Healthcare SM...</a> <span style="color: red;">★ Invite</span> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">12</span>	<a href="#">Paul Dixey</a> <span style="color: red;">★ Invite</span> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">33</span>
<a href="#">Sarah Wolf</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">30</span>	<a href="#">#hcs muk</a> <span style="color: red;">★ Invite</span> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">35</span>	<a href="#">Penny Power</a> <span style="background-color: yellow; padding: 2px 5px; font-weight: bold;">65</span>

★ These profiles are estimates. Invite to join and we can get a more accurate rank and improve your stats.



# Building Social Capital

---



*The more visibility you have in the social world, the more opportunities will come your way and you will be found.*

*If you have a small network of people you know only on LinkedIn and rarely contribute to any on-line discussions, in the social world you may as well be invisible*

# Patient Centric Approach

---



# Patient Centric Approach

---



Remain in their own home



- Alzheimer's
- Back Pain
- High Blood Pressure
- Neuropathic Pain
- Type II Diabetes
- Over Active Bladder
- Angina
- Osteoporosis
- Emphysema
- Depression/Anxiety
- Broken Neck of Femur

- Treatment Pathways
- Symptom Management
- Polypharmacy
- Simple consistent reminders
- Social Care

Silver Surfers

The Sun

e-newsletters - Case Studies

Family



# ManMOT

The screenshot shows the ManMOT website homepage. At the top, there is a navigation bar with links for HOME, PARTNERS, WAITING ROOM, EXPERTS, COMMON CONCERNS, and CONTACT. The main content area features a 'Welcome to Man MOT' section with a sub-header 'Your confidential online surgery' and a description of the service. A 'SURGERY CLOSED' banner is also present. Below this, there are sections for 'This week; Spotlight on:' featuring a post about sexual confidence with Tracey Cox on 4th July, and 'Upcoming surgeries' for 11th, 18th, and 25th July. A 'Men's Health Week 13th - 19th June 2011' banner is also visible.

This section features a graphic for 'The Health Fact Quiz' with a 'Click here to play the quiz >' button. Below the graphic are three blue chairs and a table with a book. To the right is a poster titled 'for your heart's sake' with the subtitle 'A Question of Health'. At the bottom, there is a navigation bar with links for 'Instant chat with a GP', 'The Health Quiz', 'Expert biographies', 'Download: Top 5 facts', and 'Find out about our partners'. Below this is an 'NHS choices' banner and a footer with logos for Diabetes UK, ifpa, HEART UK, MHF, National Quality Forum, relate, and SexualAdvice Association.

The screenshot shows the ManMOT (@ManMOTUK) Twitter profile. The profile bio states: 'The Man MOT online surgery funded by Pfizer is open every Monday evening to offer men a free, secure, anonymous & confidential GP service http://www.manmot.co.uk'. The profile shows 139 tweets, 6 following, 136 followers, and 8 lists. Recent tweets include: 'It's predicted that 80% of men will be overweight by 2020... if you're worried about your weight then talk to a GP at manmot.co.uk', 'A common sign of a prostate problem is difficulty in passing urine. Talk to a GP at manmot.co.uk for more information #manmot', 'Men-Don't rely on a computer-take your health seriously Check out new Wilbert clip cot.ag/kbCNV part of Men's Health Week #manmot', 'Men-There are currently 2.8 million people living with diabetes in the UK1 - for more information talk to a GP at manmot.co.uk', and 'Men-#manmot consultations every night this week cot.ag/HgUR - 6pm to 10pm as part of Men's Health Week'.

This section is titled 'Welcome to Expert Biographies' and states: 'Both the GPs taking part in Man MOT are fully qualified. Please see below for a full biography for each, as well as our visiting experts.' It lists several experts: Dr Seema Jani, Dr Nishel Patel, Dr Stephanie Palin, and Chris Bannigan. Dr Seema Jani is a practising GP for 2 years, trained at University College, London Medical School. Dr Nishel Patel is a Senior partner in a Buckinghamshire practice looking after over 5,000 patients across two sites. Dr Stephanie Palin is a relationship and sex therapist for 25 years. Chris Bannigan works as a relationship counselor and psychosexual therapist for Relate. At the bottom, there are links for 'Terms and conditions', 'Privacy policy', and 'Feedback / contact us', along with logos for Diabetes UK, ifpa, HEART UK, MHF, National Quality Forum, relate, and SexualAdvice Association.





# Square Pegs – Round Holes

---



Social Media



PMCPA  
Code of Practice

# Be Careful What You Ask For

---



We want more guidance

But not that guidance



onyx

HEALTH



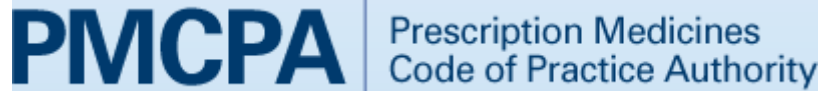
# PMCPA – Digital Guidance

---

- Can pharmaceutical companies use social media to provide information to the public?
  - *Yes – providing it complies with clause 22 of the APBI Code*
- Can pharmaceutical companies provide information to patients already taking their medication?
  - *Yes – providing the material complies with the Code and the patient has agreed to receive the material*
- Can companies run discussion forums?
  - *Yes – providing the company is able to effectively moderate the site such that the only content to appear complies with the Code and the intended audience is able to identify themselves so as to differentiate between HCP and consumers*
- Can a pharmaceutical company sponsor a social media site developed by a third party?
  - *Yes – providing an ‘arms length’ agreement is in place and the company has no involvement in the development of the content*
  - *The company may not promote the social media site unless it complies with the Code*
- Can companies amend Wikipedia?
  - *Cross-referencing to documents such as SPCs and PILs is acceptable. It is also possible to cross-reference to reference material that may be available on the company’s own website*
- Can companies use search optimisation?
  - *It is perceived not unreasonable for a company to use search optimisation to ensure their websites are highly ranked. But using more general search terms in the metadata may be classed as promotional and not accepted as part of the Code*
- Use of blogs
  - *A company may use a blog providing it complies with the Code. However, sponsorship of a blog written by other parties is not recommend, as it would be difficult to ensure the contributors complied with the Code*



# PMCPA - Complaint



## AUTH/2402/4/11 - Journalist v Bayer

**Case Number:** AUTH/2402/4/11

**Case Ref:** Journalist v Bayer

**Description:** Tweets about Levitra and Sativex

**Breach:** Breach of Clauses 2, 9.1, 22.1 and 22.2

**Appeal:** No appeal

**Review:** To be published in the August 2011 Review

**Complaint Received:** 28 April 2011

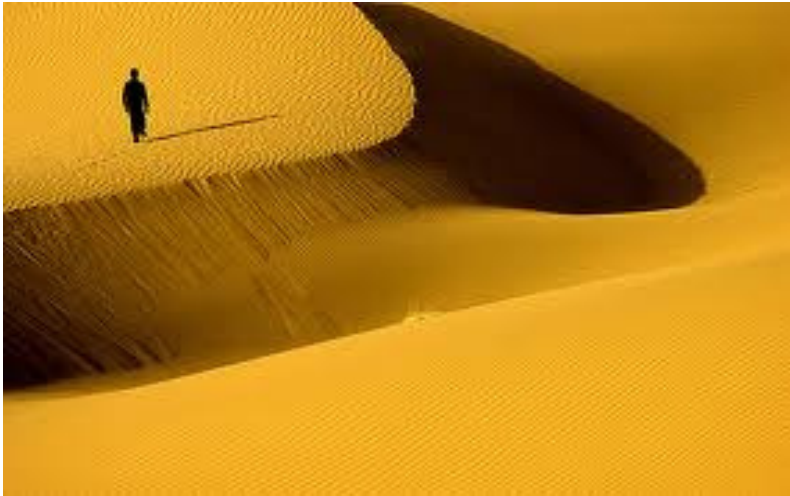
**Complaint Completed:** 03 June 2011

The screenshot shows the InPharm website interface. The main content area displays a tweet from Bayer UK: "First & only melt-in-the-mouth erectile dysfunction treatment launched by Bayer today <http://tinyurl.com/6Hfxymf> UK.PH.GM.LVT.2010.055". Below the tweet, there is a section titled "Bayer UK's Twitter feed, including the now-deleted Levitra tweet". This section contains a paragraph of text explaining the situation: "There seems to be some confusion at Bayer UK over what communications can be sent over Twitter. The company is using its @BayerUKIreland Twitter account to communicate updates from across its diverse business, including a tweet about a newly-launched version of its erectile dysfunction drug Levitra. Last month Bayer tweeted: 'First & only melt-in-the-mouth erectile dysfunction treatment launched by Bayer today <http://tinyurl.com/6Hfxymf>.'" The text continues to mention a UK press release and another tweet about Sativex, and concludes that the two product-specific tweets were deleted after being contacted by Pharmafocus.



# PMCPA – Digital Guidance

---



- Summary of Product Characteristics (SPC)
- Patient information leaflets (PILs)
- Public assessment reports
- Registration and other studies
- Disease information
- Medicine guides – such as information on NHS Choices
- Specific medicine information – material developed by the company but approved in line with clause 22
- Material supplied for health technology assessments



# EU – Direct to Patient Information

---

- Pharmaceutical Package
  - Direct to Patient Information
  - Not direct to consumer advertising
- Many attempts to get this through the EU
- Recommendation
  - Allow pharma to communicate directly with patients
  - Pharmaceutical companies to provide disease awareness information
- Sweden and UK liberal in what they already allow
- Over 500 comments from member states
- Majority of EU countries do not want to see this happen



HEALTH  
**onyx**

**Thank You**

**individually we excel**  
**together we exceed**

