Beyond #medcomms: Enhancing appropriate social media use in the medical communications industry

Saundra Hemmings
MedComms Networking Brunch Club, 5 April 2017
Saundra Hemmings BSc (Hons)

- Project Manager at Oxford PharmaGenesis
  - More than 5 years of experience in the pharmaceutical industry
  - Expertise in patient engagement and digital
  - Recently facilitated Reciprocate workshop on social media for local charities
A whistle-stop tour

Why
Beyond medcomms

How
Working within the compliance framework of our industry

What
Enhancing appropriate social media use as medcomms professionals
A whistle-stop tour

Why

Beyond #medcomms
Websites and applications that enable users to create and share content or to participate in social networking

*(Not just Twitter and Facebook!)*
We have the potential to communicate with millions of users.
A completely different ballgame

- Demographics vary across different platforms\(^1,2\)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Proportion of online users (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>16</td>
</tr>
<tr>
<td>Women</td>
<td>44</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Age</th>
<th>Proportion of online users (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>18–29</td>
<td>55</td>
</tr>
<tr>
<td>30–49</td>
<td>28</td>
</tr>
<tr>
<td>50–64</td>
<td>11</td>
</tr>
<tr>
<td>65+</td>
<td>4</td>
</tr>
</tbody>
</table>

- Online activity is short-lived

18 minutes or less was the time it took for half of their tweets' RTs to occur\(^4\)

75% of engagement occurs within the first 5 hours\(^5\)

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A whistle-stop tour

How Working within the compliance framework of our industry
Our industry adheres to codes that regulate our online conversation.
PMCPA digital guidance 2011

Quotes from FAQ

- “Using twitter to alert health professionals about the publication of a study on a medicine is likely to be considered promotion of that medicine.”
- “Given these restrictions and the character limit on twitter, it is highly unlikely that the use of this medium to promote prescription only medicines would meet the requirements of the Code.”
- “Using Twitter to draw attention to a presentation at a meeting could potentially be seen as promotion.”

PMCPA ruled breaches of:

- Clause 2 – bringing discredit on, and reducing confidence in, the pharma industry
- Clause 9.1 – high standards had not been maintained
- Clause 22.1 – bans advertising prescription-only medicines to the public
- Clause 22.2 – information for the public must be factual and presented in a balanced way
Companies must post both the benefits and the main risks associated with a product and, if necessary, with a hyperlink directing the reader to a more detailed list.
Pharma has been slow to react to a changing healthcare market; it is only now…that I am starting to engage directly with pharma. And it is Twitter that enables me to build that relationship.

– Michael Seres, Crohn’s disease patient
A whistle-stop tour

What

Enhancing appropriate social media use as #medcomms professionals
Patients connect and provide peer support via a closed group where membership and posts are moderated.

Social media enables a rare disease patient group to build their brand and grow their network of patients and professionals.

@ptenuki FOLLOWS YOU
Patient / family group for people affected by PTEN / PHTS in the UK & Ireland
Using social media to drive article reads

Altmetric score

Mekonnen et al.
BMJ Open 2016;6:e010003
Published 23 February 2016

Gattrell et al.
BMJ Open 2016;6:e010329
Published 22 February 2016

Abstract views (journal browsing)

Full-text views (article reads)

Altmetric score

88

924

317

323

1712
CASE study

Using social media analytics to adapt communication strategy

Over 10,878 unique page views in the first month

New Medical Writer Joint Position Statement Released by AMWA, EMWA, and ISMPP

London, UK, 17 January 2017 - The American Medical Writers Association (AMWA), European Medical Association (EMWA), and International Society for Medical Publication Professionals (ISMPP) today released a Joint Position Statement on the Role of Professional Medical Writers, which is the first unified position on the role of professional medical writers from three leading professional organizations.

- LinkedIn: 7,375 impressions, 46 engagements (8 posts)
- Facebook: 675 views, 19 engagements (6 posts)
- Twitter: 7,704 impressions, 152 engagements (13 posts)
Applying social media knowledge

3 years = network now over 2,500 on all social media platforms
Innovative social media initiatives

- Sentiment analyses
- Blogging
- Recruitment and retention strategies
- Social media training
- Landscape analyses
- Publication planning with online enhancements
- Alternative metrics research
- Build online communities

**Powerful thinking, dedicated to your success**
Contact

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