

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

Sandra 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

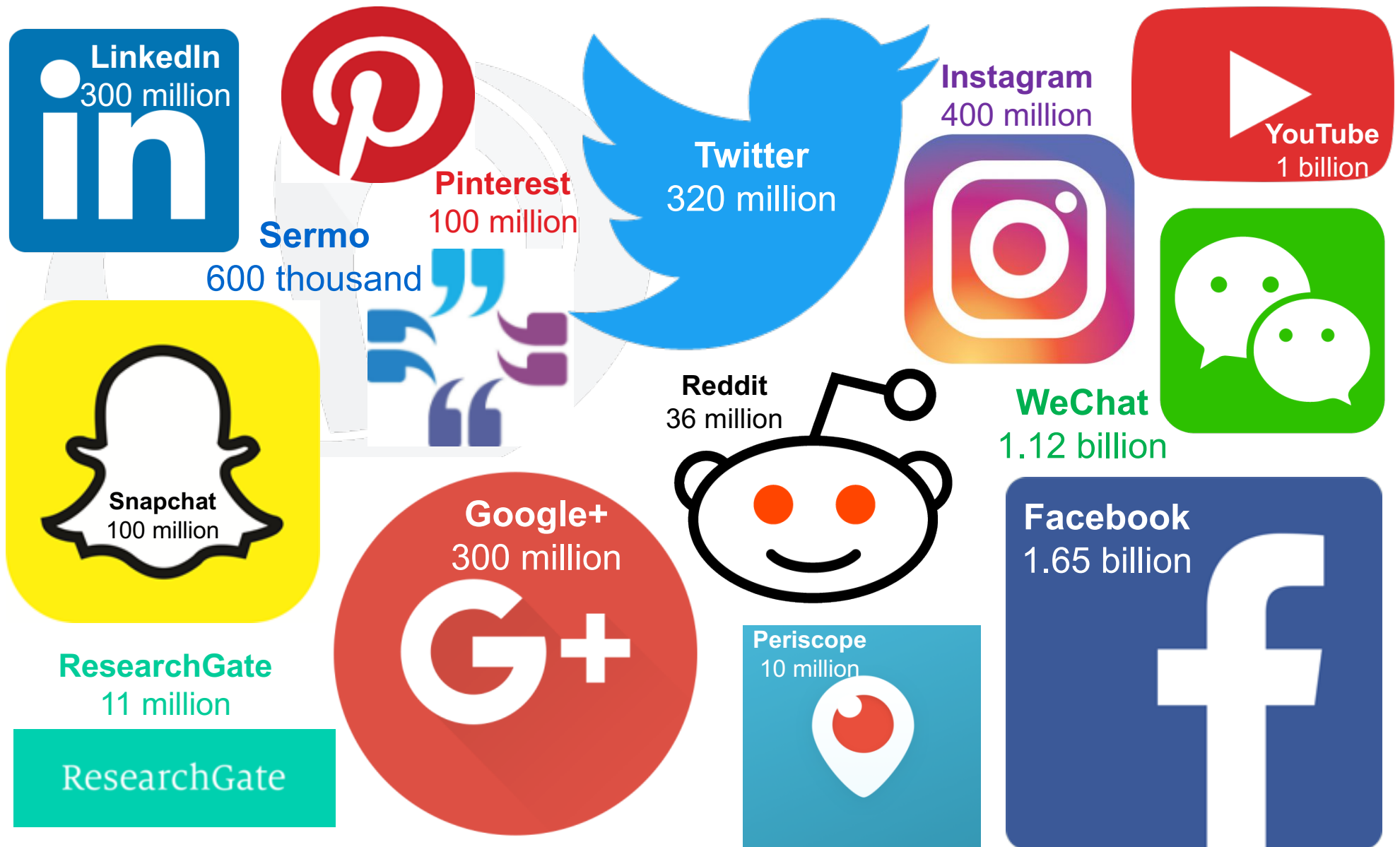
Beyond #medcomms



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

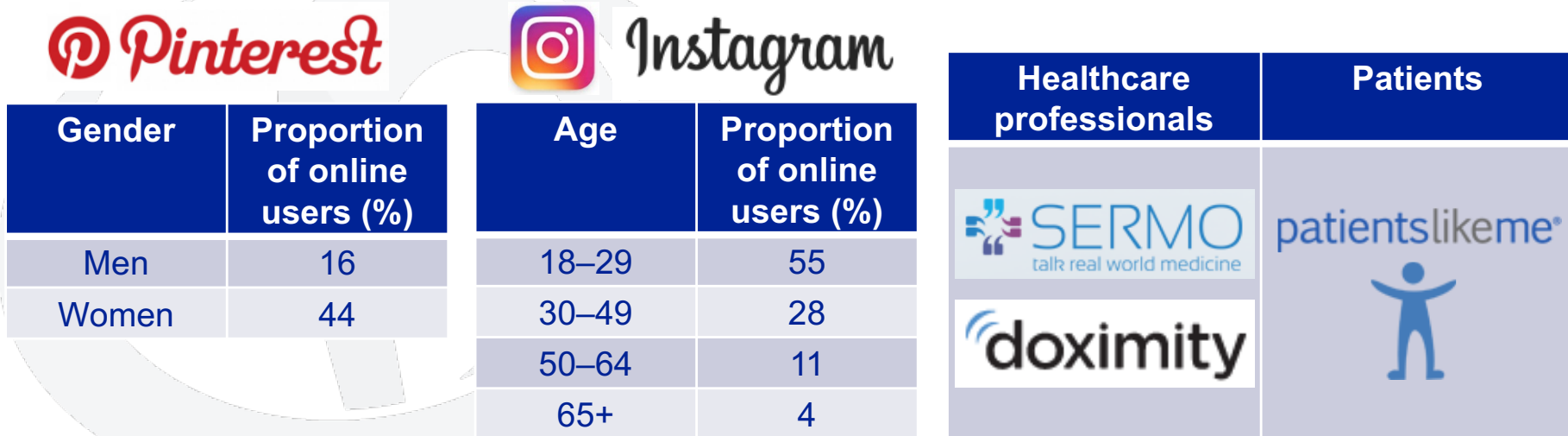
(Not just Twitter and Facebook!)

We have the potential to communicate with millions of users



A completely different ballgame

- Demographics vary across different platforms^{1,2}



- Online activity is short-lived

LinkedIn
24 hour shelf life³

twitter
18 minutes or less was the time it took for half of their tweets' RTs to occur⁴

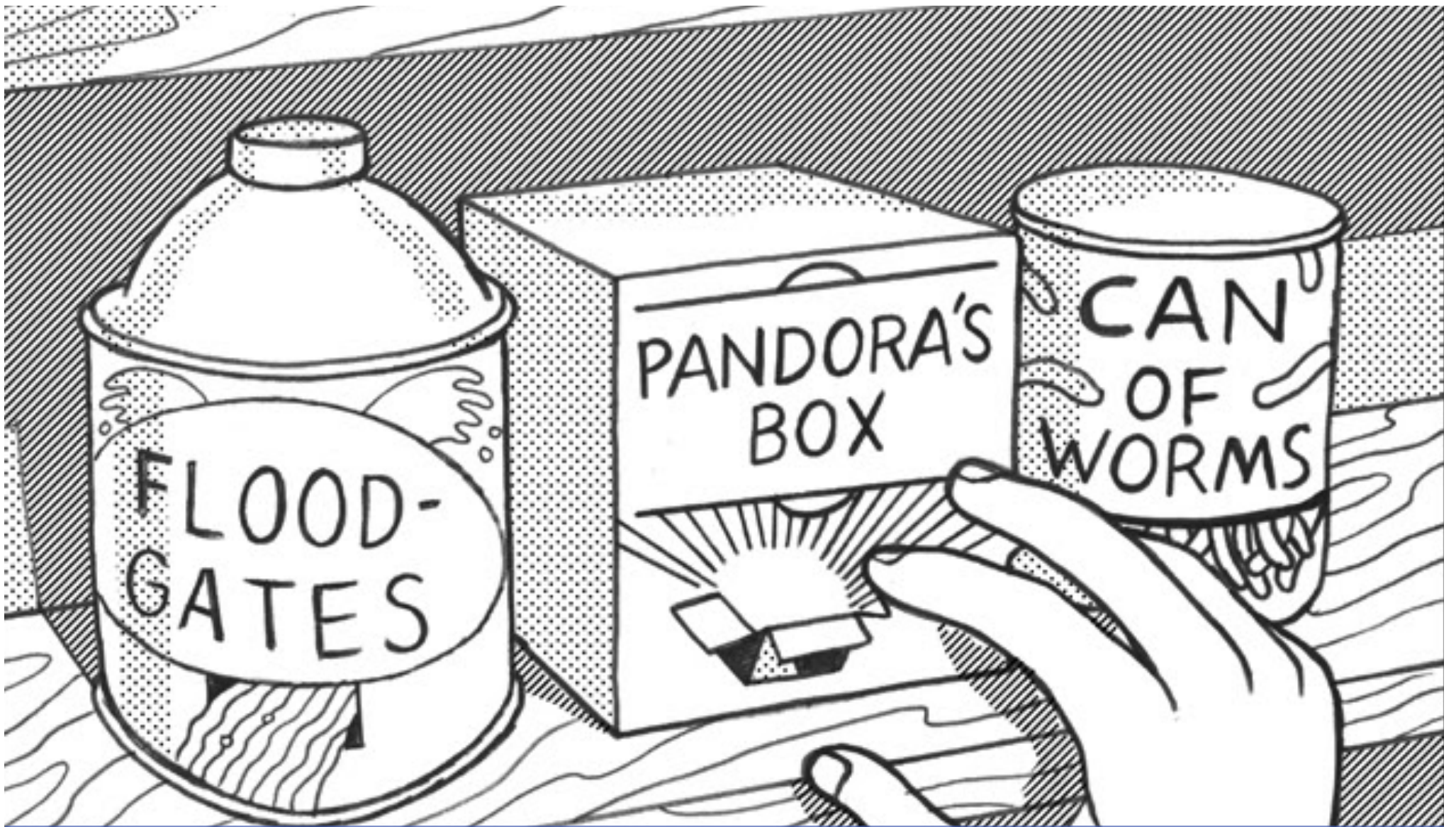
facebook
75% of engagement occurs within the first 5 hours⁵

1. <http://www.pewinternet.org/2015/08/19/the-demographics-of-social-media-users/> 2. <http://brandongaille.com/40-terrific-linkedin-demographics/> 3. https://www.weidert.com/whole_brain_marketing_blog/bid/206554/are-you-maximizing-the-shelf-life-of-your-social-media 4. <https://moz.com/blog/when-is-my-tweets-prime-of-life> 5. <http://www.wiselytics.com/blog/facebook-posts-lifetime-even-shorter-than-you-thought/>

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.”

Business ▶ Policy

Big pharma discredited by Twitter drug-pushing: Official

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



FDA draft guidance 2014

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.



FDA Warns Company for 'Liking' Status on Facebook

Regulatory Focus - 9 Jul 2014

The US Food and Drug Administration (FDA) has issued a rare Warning Letter chiding a company for, among other reasons, improperly "liking" ...

Guidances

- [Internet/Social Media Platforms with Character Space Limitations— Presenting Risk and Benefit Information for Prescription Drugs and Medical Devices \(PDF - 176KB\)](#)
June, 2014
- [Internet/Social Media Platforms: Correcting Independent Third-Party Misinformation About Prescription Drugs and Medical Devices \(PDF - 136KB\)](#)
June, 2014



FEDERAL REGISTER

The Daily Journal of the United States Government

Notice

Agency Information Collection Activities; Proposed Collection; Comment Request; Character-Space-Limited Online Prescription Drug Communications

A Notice by the Food and Drug Administration on 11/07/2016

“

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

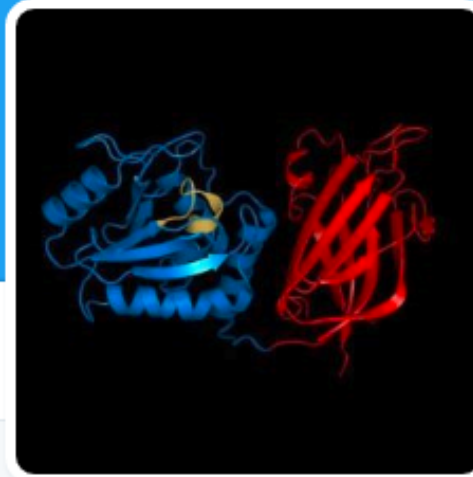
Enhancing appropriate social media use
as #medcomms professionals



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

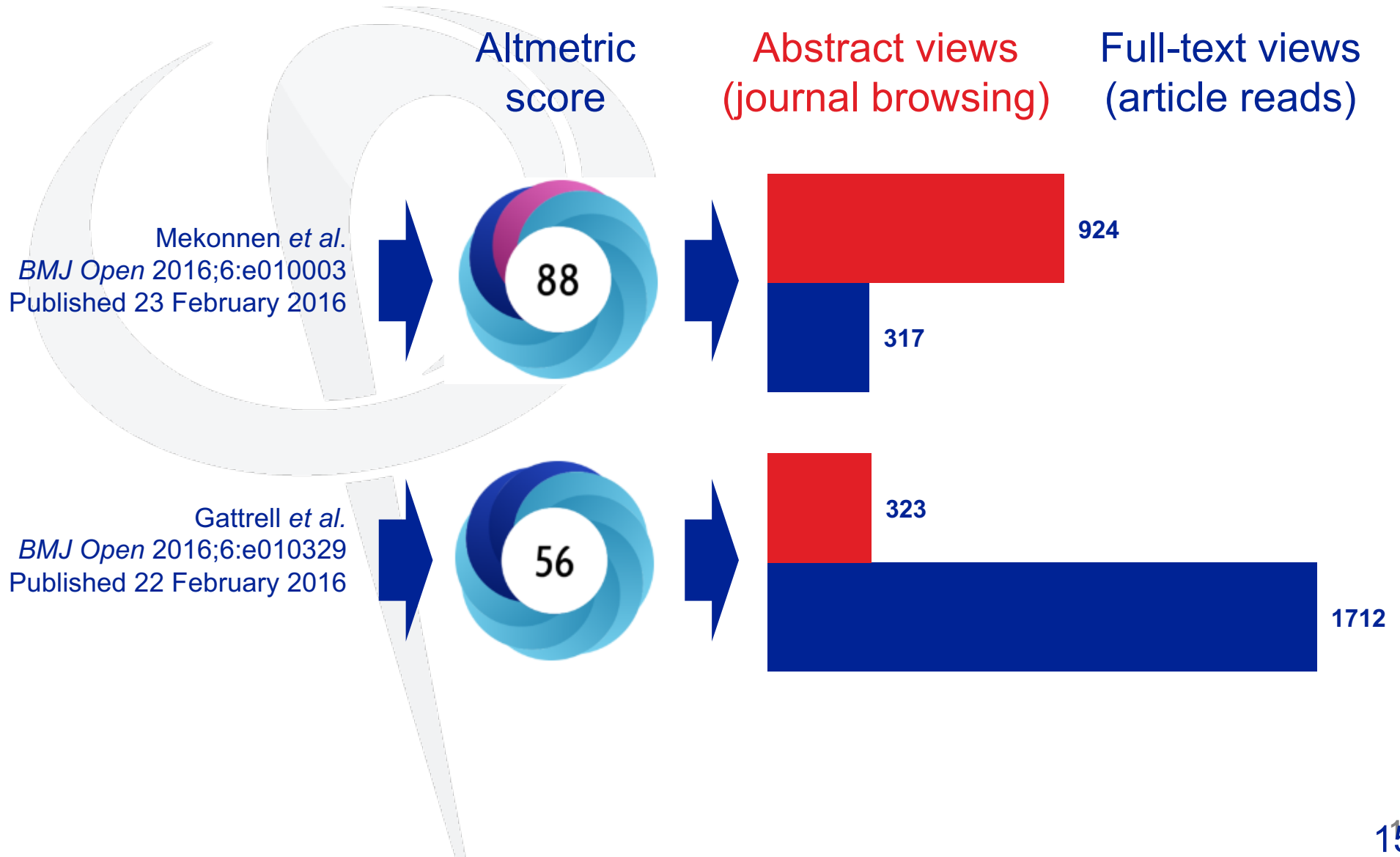


ptenuki

@ptenuki FOLLOWS YOU

Patient / family group for people affected by PTEN / PHTS in the UK & Ireland

Using social media to drive article reads





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 Writers 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.



facebook

675 views
19 engagements

6 posts



LinkedIn

7,375 impressions
46 engagements

8 posts



twitter

7,704 impressions
152 engagements

13 posts

Applying social media knowledge

Research Evaluation @ResearchEval · Jan 17
Interest already in poster #21 Surveying the evolving models of digital publishing: where does pharma fit? #ISMPP
buff.ly/2j5hCIY



Facebook
research
page

Oxford PharmaGenesis Research Highlights
Published by Buffer [?] · March 27 at 11:02am ·

In HPV vaccination safety, which will win? Large interventional & observational studies, or case reports & series? Read more here

Vaccines
Free article -alerts

Inadvisable anti-vaccination sentiment: Human Papilloma Virus immunisation
Comment

NATURE.COM

EDITOR-IN-CHIEF Professor Alan D. Barrett, Ph.D., Deputy Center for Vaccine Development at the University of Texas Medical Branch at Galveston, USA
Publishing important scientific advances in vaccine research and development

10 people reached **Boost Post**

Like Comment Share

Magdalen Wind-Mozley

Twitter
research
page

Hi PG,
For the position of medical writer (entry level), is any prior experience required?

My wife is a pharmacist (she has a masters in pharmacy) but has always wanted to start a career in medical writing. Unfortunately she doesn't have prior experience.

Many thanks

Mar 31

LinkedIn
company
page

Twitter
company
page

LinkedIn
patient
group

Oxford PharmaGenesis
5d

Make sure you catch our very own Chris Winchester at the upcoming 44th EMWA Conference at the ICC in Birmingham. For more information see here:
<http://buff.ly/2ohaex9>

Oxford PharmaGenesis **EMWA**

We are delighted that our very own **CHRIS WINCHESTER** will be presenting at the

Expert Seminar Series

at the 44th EMWA Conference, Wednesday 3 May, on Improving quality and maximizing value: professional medical writers and peer-reviewed publications.



12 Likes
Like Comment Share

Oxford PharmaGenesis @OxPharmaGenesis · Mar 31

Did you know that @OxPharmaGenesis now has six offices globally? Visit buff.ly/2opg5km to find out how to join our growing team

We work at
Oxford PharmaGenesis

JOIN US



Oxford - London - Cardiff - Basel - Philadelphia

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

Innovative social media initiatives



Powerful thinking, dedicated to your success



Excellence in Corporate Social Responsibility

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