Surviving in the Social World
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 pharmacovigilence
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 decisions about treatments are made away from the prescriber
From AIDA to AIDA

THEN

Awareness  Interest  Desire  Action

Awareness  Interaction  Dialogue  Action

?
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  - Old approach to medical relations now outdated model
  - 2/3rd of EU doctors now use smartphones
  - SERMO and doctorsnet showing the value of networking and collaborating online
  - Patients want to know about their disease before they visit the doctor
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
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
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http://www.onyxhealth.com
Terminology

- OnyxHealth – username
- @OnyxHealth – copy me into tweets
- #hcsmuk – follow a conversation or all tweets
- Tiny url [www.onyxhealth.com/blog/whereamItoday?](http://www.onyxhealth.com/blog/whereamItoday?)
- Retweeting
In today’s social world, individuals, corporate and brands all need to start thinking about building their social capital.
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?

**Why will people like you?**
- What are your sentiments?
- How do you engage with your network?

**Why will people follow you?**
- Built up a reputation
- Leading expert in field
- Strangers listen to you

**Traditional marketing**
- Twitter
- Blogs
- YouTube
- Flickr

**Sharing knowledge**
- Connecting people

**Others will share your knowledge with their networks**
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

Klout Score

Score Summary

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
259 unique mentions reweeted

Influence Matrix

Influence Style and Network

Klout Classification

@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

Influencer Of

Compose Tweet

Compose Tweet

Compose Tweet
Measuring Influence

PeerIndex

Aiy Karen Winterhalter!

Topic Fingerprint

Components

Connections

People you talk to most

People who @ or RT you

People who you @ or RT

Authorized by

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

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

Remain in their own home

Silver Surfers
The Sun
e-newsletters - Case Studies
Family

- Treatment Pathways
- Symptom Management
- Polypharmacy
- Simple consistent reminders
- Social Care
Square Pegs – Round Holes

Social Media

PMCPA Code of Practice
Be Careful What You Ask For

We want more guidance

But not that guidance
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

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
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 all

• Over 500 comments from member states

• Majority of EU countries do not want to see this happen
Thank You