

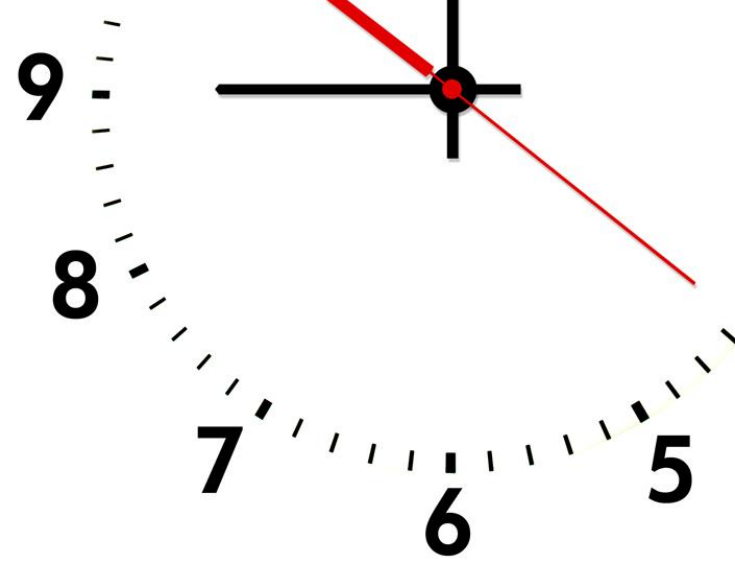


Pharma 2.0: Heading towards social media



AGENDA

- ↘ INTRODUCTION
- ↘ PHARMA 2.0 – FIRST STEPS
- ↘ CONCLUDING THOUGHTS

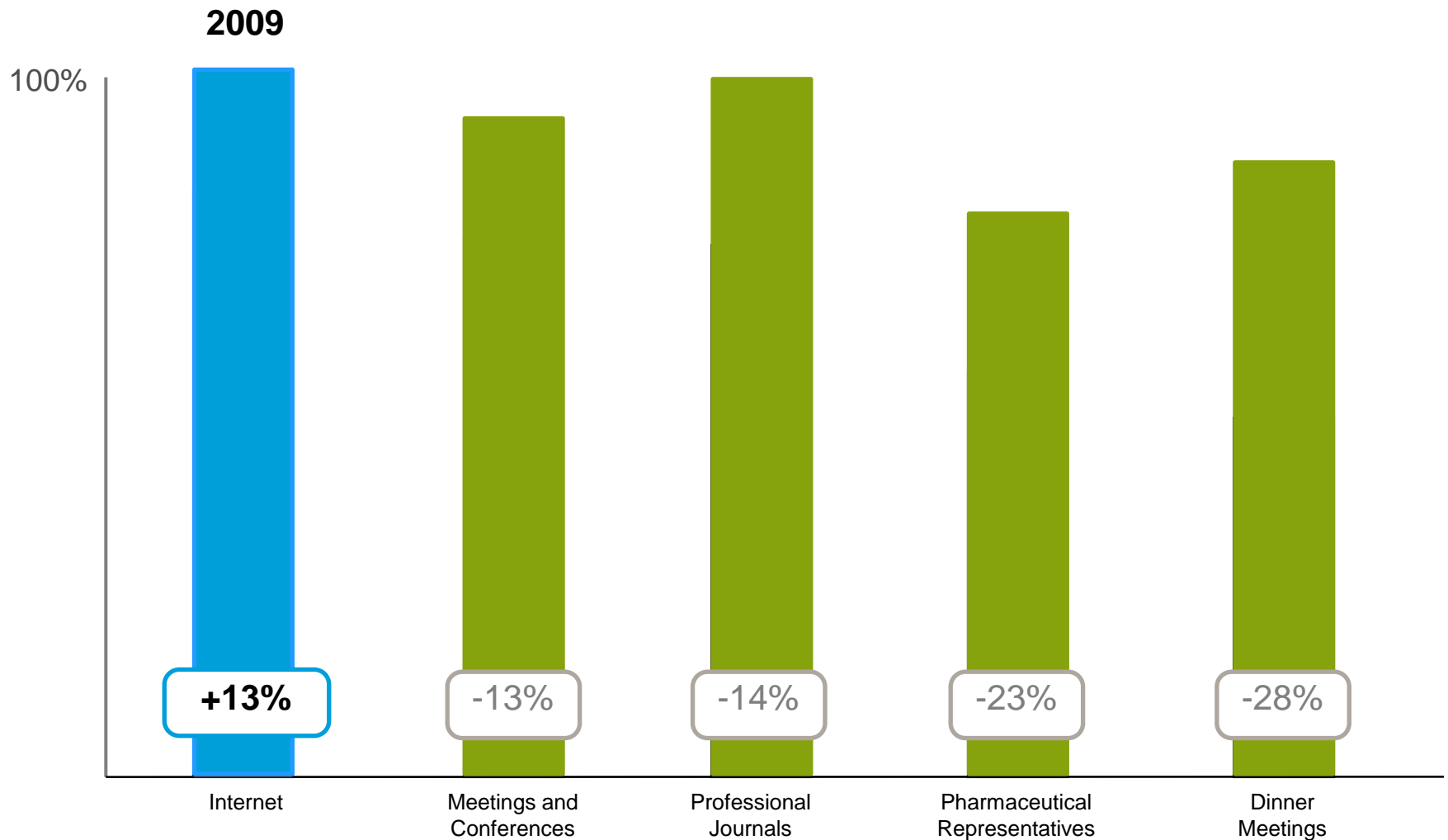


A woman with short black hair, wearing a green dress with a white and black floral pattern, stands in a field of golden wheat. She is looking upwards, and colorful confetti (red, green, blue, yellow) is falling around her. The background is a bright, overcast sky. A dark green semi-transparent banner is overlaid across the middle of the image.

INTRODUCTION



PHYSICIAN USE OF THE INTERNET IS REPLACING TRADITIONAL SOURCES



HCP & PATIENT ONLINE BEHAVIOUR

- Patients are finding knowledge, comfort, strength in patient communities, user generated content and other online platforms
- We have entered the era of the e-patient: groups who experience a high incidence of chronic disease are empowered.

The collage displays three overlapping screenshots of medical websites. The top screenshot is the Journal of Participatory Medicine, featuring a navigation bar with 'Opinion', 'Evidence', 'Perspective', 'Columns', and 'Media Watch' menus, and a main article titled 'Shifting from Shared to Collaborative Decision Making: A Change in Thinking and Doing'. The middle screenshot is iWantGreatCare, a service for finding the best care for patients and families, with a search bar and a 'Suchen' button. The bottom screenshot is paginemediche.it network, a medical information site with a navigation bar and a featured article about skin conditions titled 'Sole e malattie dermatologiche: alcune possono peggiorare'.

YES, SOCIAL MEDIA FOR PHARMA IS HARD

- ⌵ No clear regulatory guidance
- ⌵ Potential claims risk
- ⌵ No clear route to ROI
- ⌵ Trust levels are low

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Do your best to take these at a consistent time but don't panic if you miss one.. It really is still effective.

44 year old female



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I feel it's necessary to switch brands after each bottle to fully benefit from it's full potential.. I just think that it is good for your body.

47 year old female



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WHERE TO START?

TALK

Be part of the conversation

LISTEN
... and learn

EMBRACE

The collective intelligence

ENERGIZE

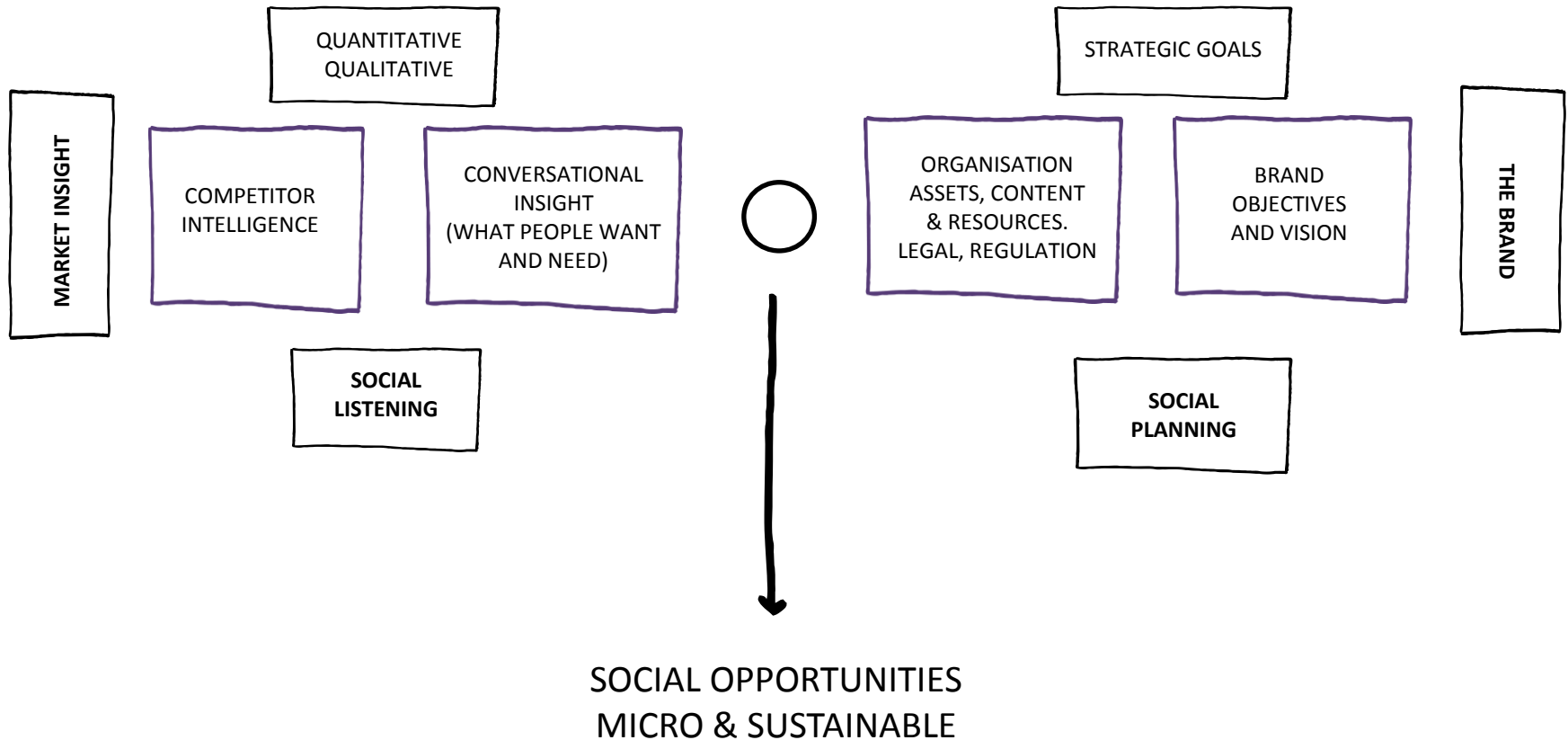
Find and engage PoLs and KoLs

SUPPORT

Provide information and guidance



START WITH LISTENING ... AND PLANNING



PHARMA 2.0 – FIRST STEPS



THE RIGHT TEAM

MARKETING

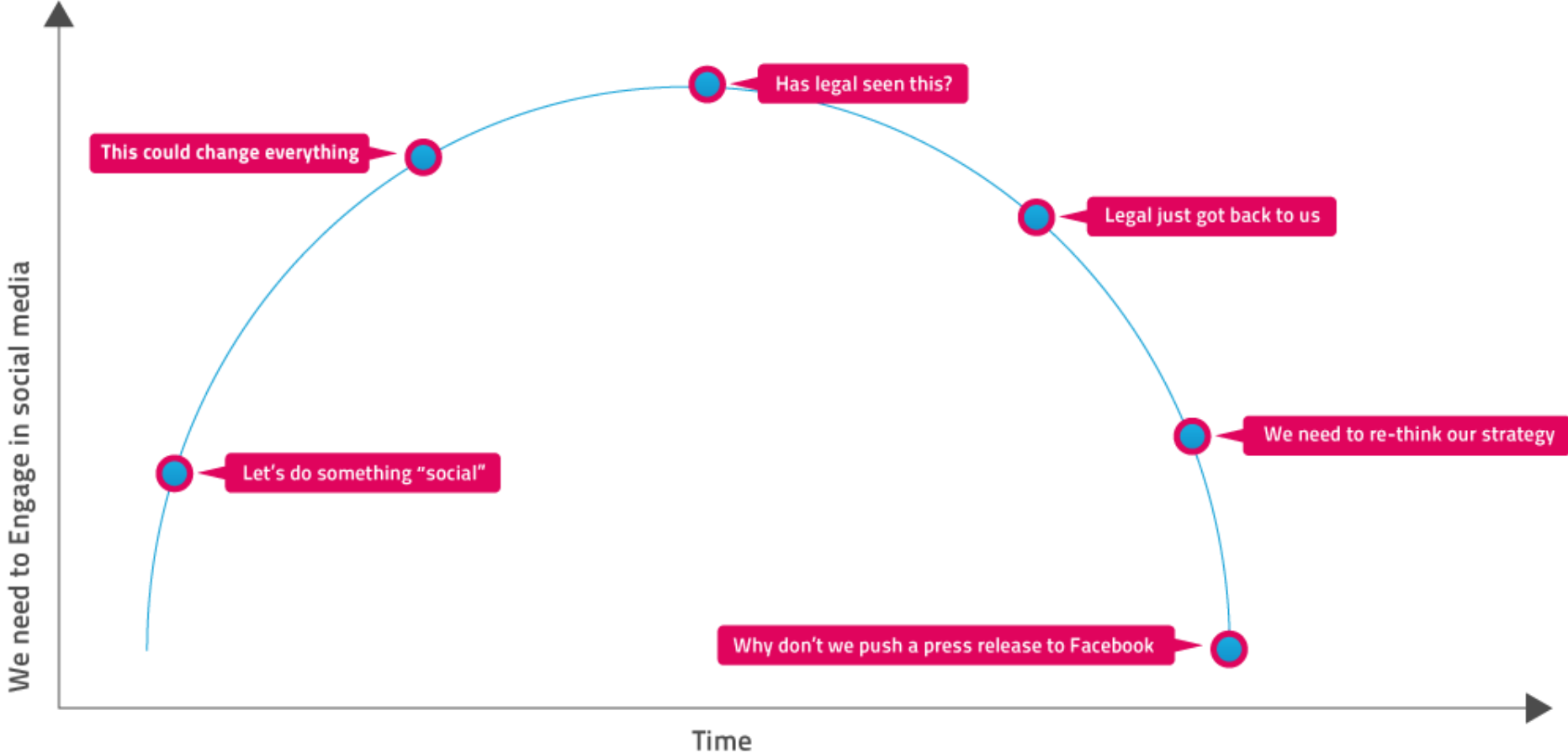
CORPORATE
COMMUNICATIONS

SALES
MARKET
COMPETITOR
ENVIRONMENT

MARKET
RESEARCH

IT
VISIBILITY
SYSTEM INTEGRATION
TRAINING

LEGAL FROM THE START

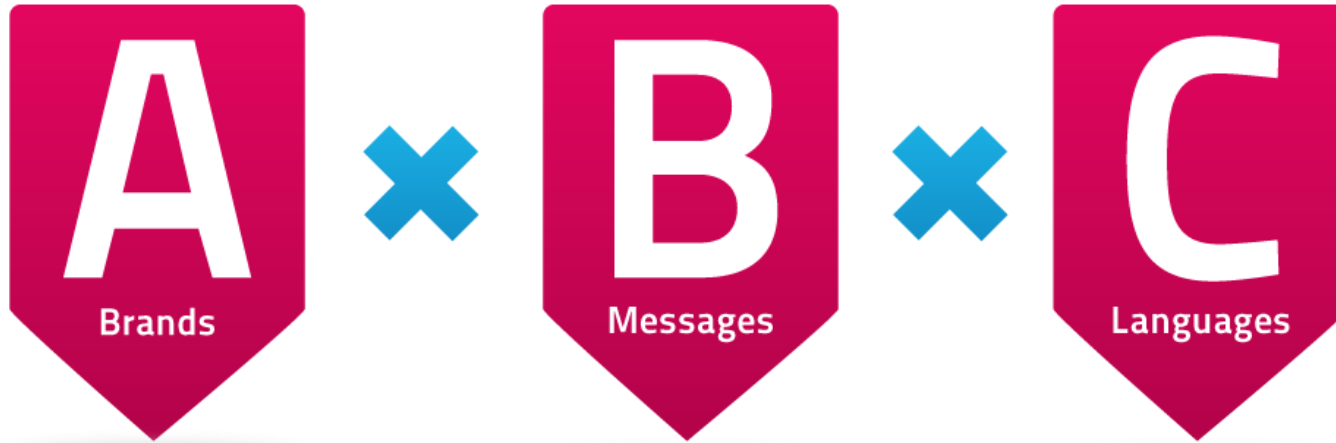


FOCUS

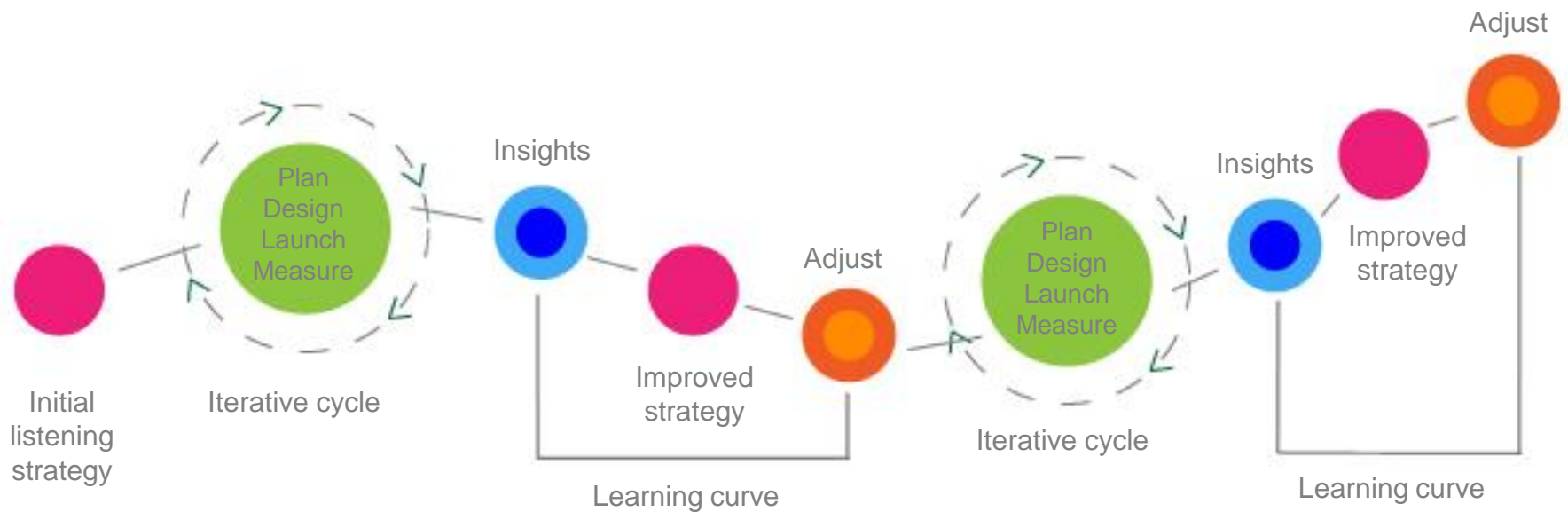
GETTING
INFORMATION OFF THE
INTERNET IS LIKE
TAKING A DRINK FROM
A FIRE HYDRANT.



CREATE LISTENING RULES



AN ITERATIVE AND ADAPTIVE PLAN



START MEASURING EARLY

Share of voice

$$\frac{\text{Brand Mentions}}{\text{Total Mentions (Brand + Competitor A, B, C...n)}} = \text{Share of voice}$$

Audience engagement

$$\frac{\text{Comments + shares + Trackbacks}}{\text{Total views}} = \text{Audience engagement}$$

Conversation Reach

$$\frac{\text{Total People Participating}}{\text{Total Audience Exposure}} = \text{Conversation reach}$$

Active Advocates

$$\frac{\text{\# of Active Advocates (w/in past 30 days)}}{\text{Total Advocates}} = \text{Active Advocates}$$

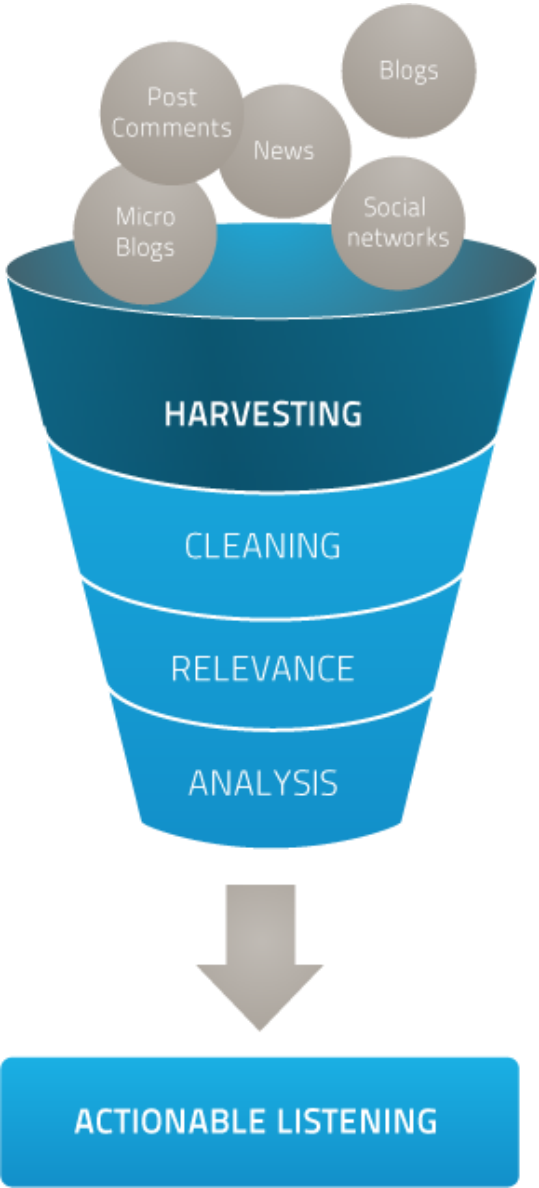
Advocate Influence

$$\frac{\text{Unique Advocate's Influence}}{\text{Total Advocate Influence}} = \text{Advocate Influence}$$

Advocacy Impact

$$\frac{\text{Number of Advocacy Driven Conversions}}{\text{Total Volume of Advocacy Traffic}} = \text{Advocacy Impact}$$

MAKE LISTENING ACTIONABLE





CONCLUDING THOUGHTS



LISTENING DELIVERS

COMPETITOR
INTELLIGENCE
MAPPING

SENTIMENT
BRAND REPUTATION
ANALYSIS

MEDIA
TRACKING
ANALYSIS

INFLUENCER
IDENTIFICATION
KOLS//POLS

SOCIAL MEDIA
CHANNEL
IDENTIFICATION

CONVERSATIONAL
INSIGHT
AND IMPACT

BASELINE
FOR
FUTURE
ACTIVITY

SHARE OF VOICE
MEASUREMENT /
ADVOCATE RANKINGS

THE UNEXPECTED

ACTIONABLE LISTENING CAN DELIVER ROI





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