

Can you do that?

Overcoming hurdles in a digital world

Michelle Sullivan

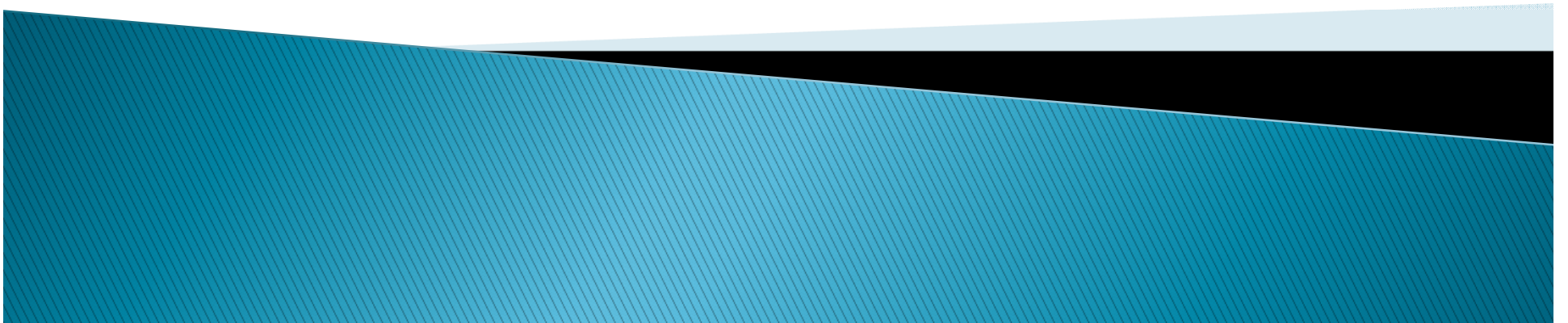
Deirdre Cozier

Can you launch **pharma social media initiatives** – while remaining compliant?

Yes you can! Join us for a presentation outlining best practices, followed by a panel discussion focusing on: formulating appropriate thinking/frame-of-mind, as well as “If I had to do it over again” pearls.

Daniel Arsenault

Why are we here today?





WIKIPEDIA



Buying Habits Have Changed

Then: The Funnel Metaphor

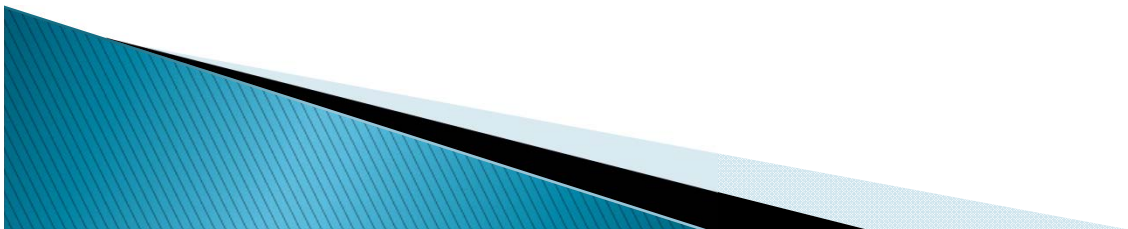


Now: The Consumer Decision Journey



Digital Initiatives have a greater impact now more than ever

So what's holding us back from maximizing this medium?



Information Overload

Rheumatoid Arthritis

→ 9,220,000

Breast Cancer

→ 53,300,000

Chronic Myeloid Leukemia

→ 1,730,000

HIV

→ 52,300,000





Health
Canada

Santé
Canada

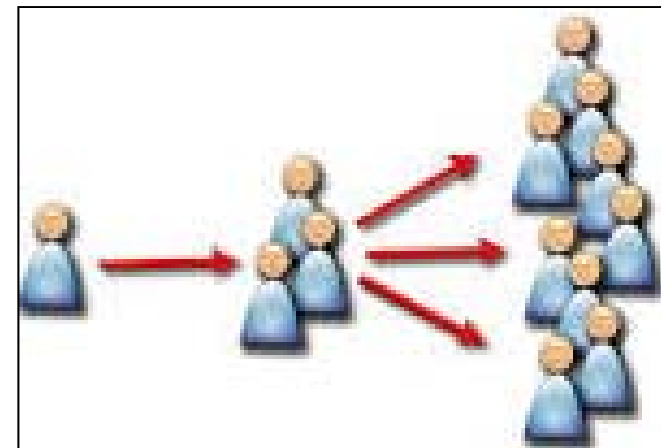
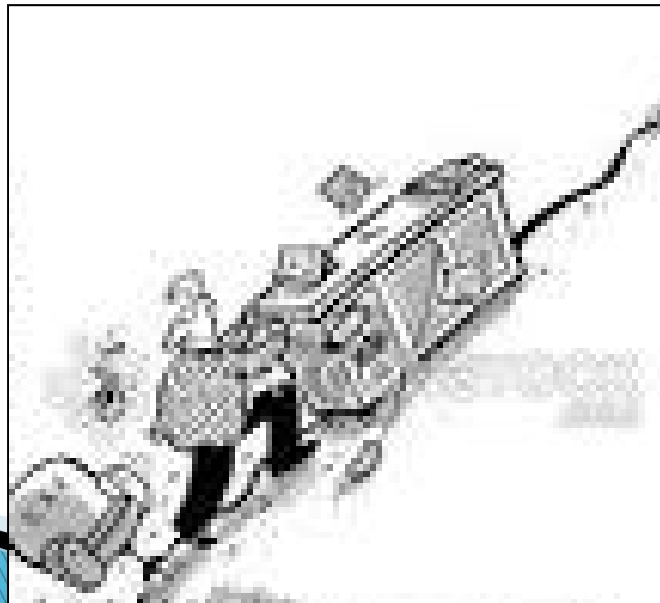


Pharmaceutical Advertising Advisory Board

Canada's Research-Based
Pharmaceutical Companies



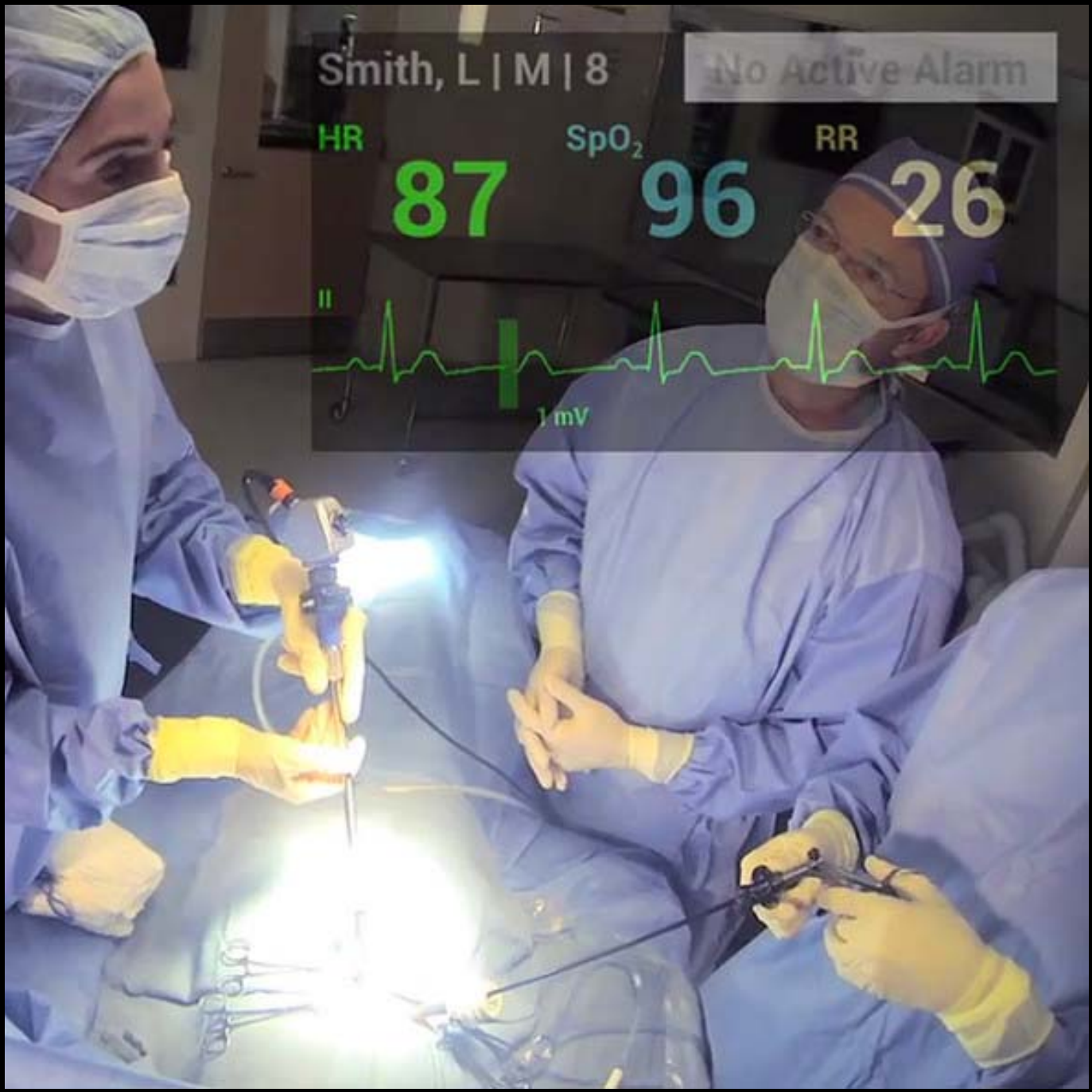
Les compagnies de recherche
pharmaceutique du Canada





CUTTING THROUGH THE
DIGITAL NOISE

MICHELLE SULLIVAN COMMUNICATIONS
michellesullivan.ca



Smith, L | M | 8

No Active Alarm

HR

87

SpO₂

96

RR

26



1 mV

Facial recognition software analyses faces in the image and their 'corresponding facial mood score (FMS)'



The brands can see how their products are being used, by whom, where and when



Danielle McClough @DaniCluff 26 Jul 2014
@LizzyT Here we ARE WOAHOOO #Festival #Summer #Be...

The proprietary logo detection engine is trained to scan for up to 2,500 details in each photo



HUNTER



The software can make associations between visible branding, in this case, linking Hunter wellies with Gelert tents and Yeo Valley dairy products

Geolocation information helps target advertising





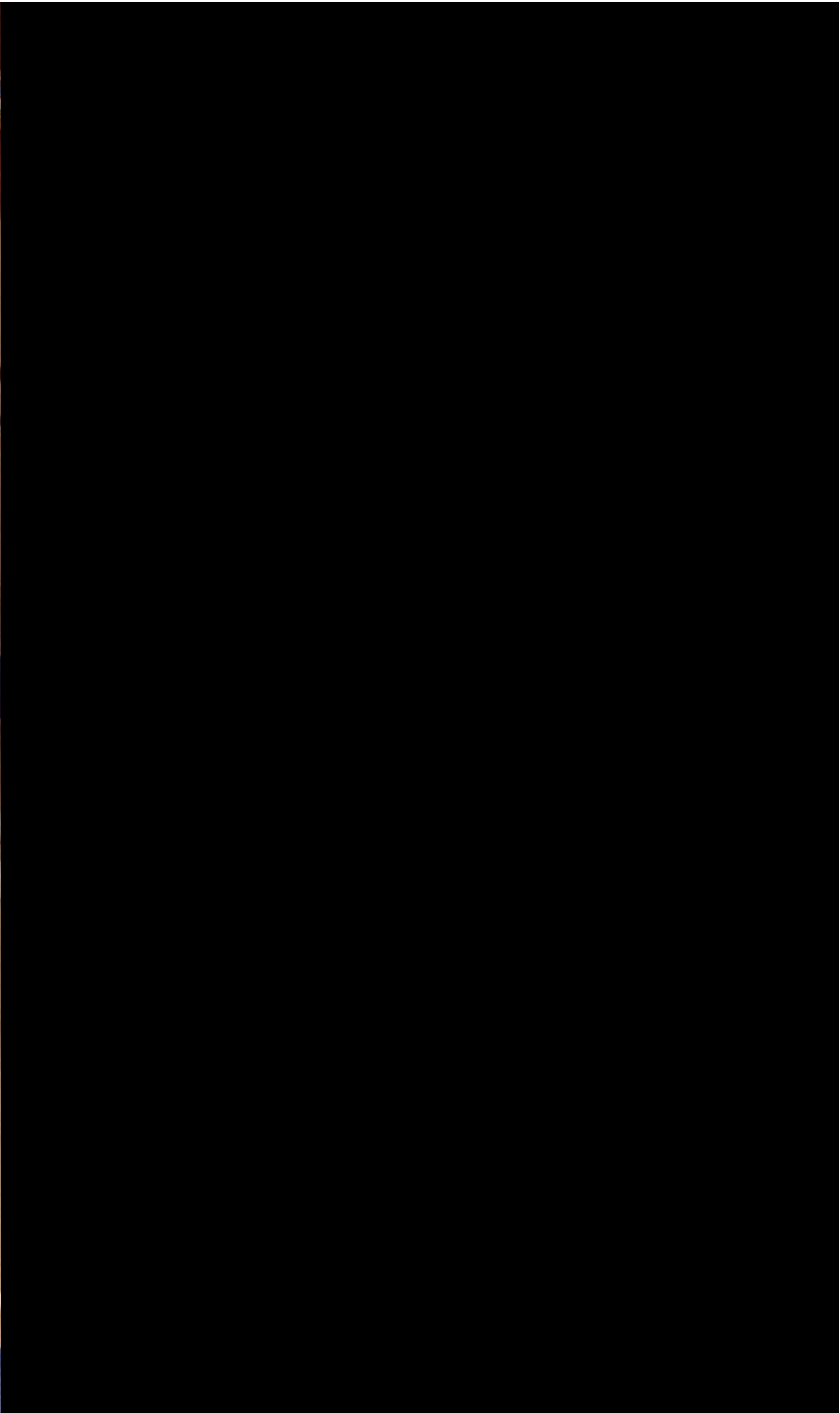


Summary of Changes 2-Trade and Industry-Technology II
Steam printing press, West Sussex Gazette, Arundel, c1880












“WE ARE LIVING IN THE MIDDLE OF A REMARKABLE INCREASE
IN OUR ABILITY TO SHARE, TO COOPERATE WITH ONE
ANOTHER, AND TO TAKE COLLECTIVE ACTION, ALL OUTSIDE
THE FRAMEWORK OF TRADITIONAL INSTITUTIONS”

CLAY SHIRKY

A close-up photograph of a yellow fire hydrant on the left side of the frame. A powerful stream of water is spraying out from the side of the hydrant towards the right. The background is dark, making the bright yellow hydrant and the white water stand out. The text is overlaid on the right side of the image, partially over the water stream.

Getting information off the
Internet is like taking a
drink from a fire hydrant.

Mitchell Kapor

It
can get
noisy
out there.



tell me a

Story...



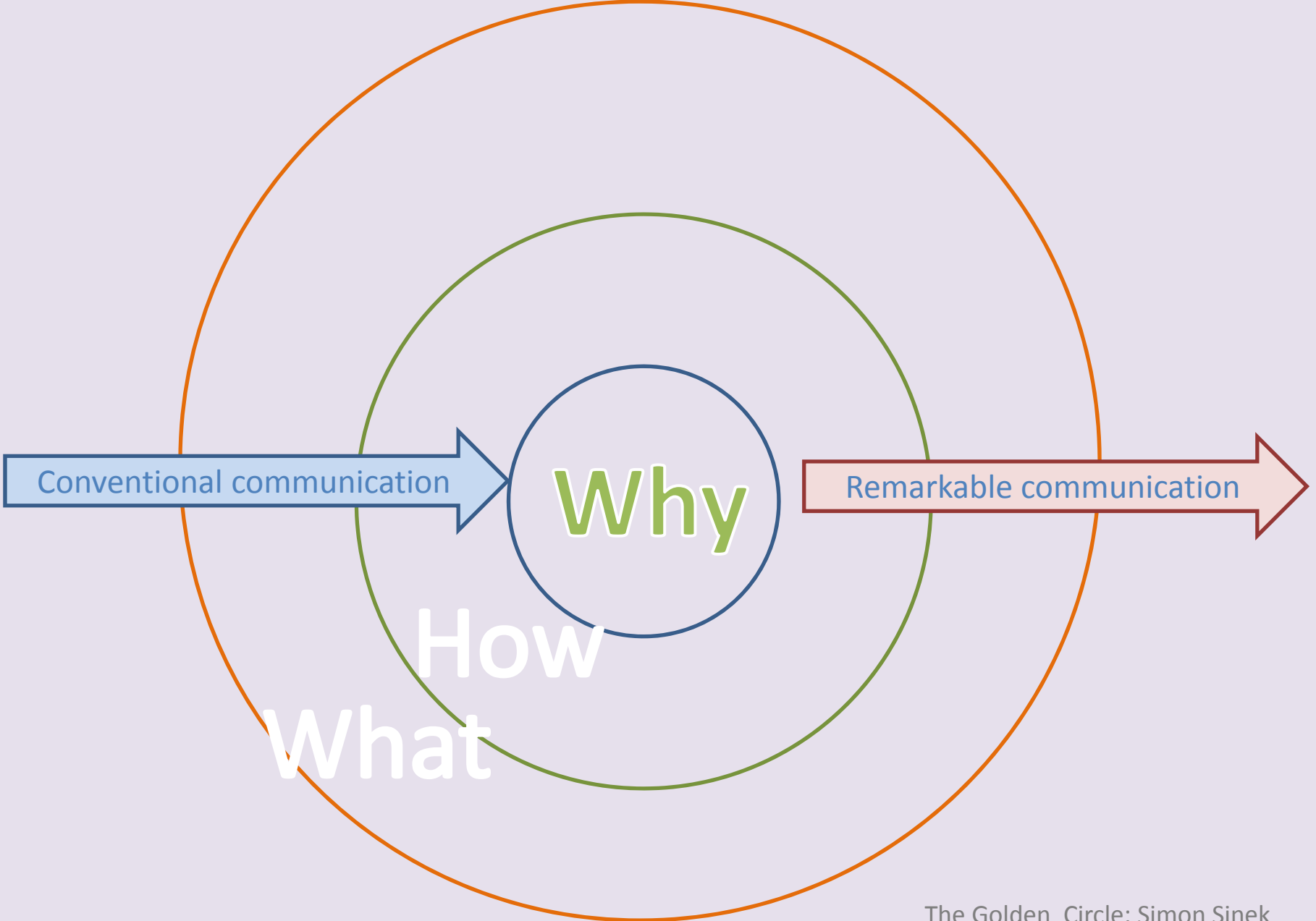
THE STORY PROJECT KIT



LOTS OF PHOTOS, LOTS OF MAGNIFYING GLASSES



BY PHILIP / TRAILER CREATED FROM OVER 500 HOURS OF FOOTAGE.



The Golden Circle: Simon Sinek



It Gets Better: Dan and Terry



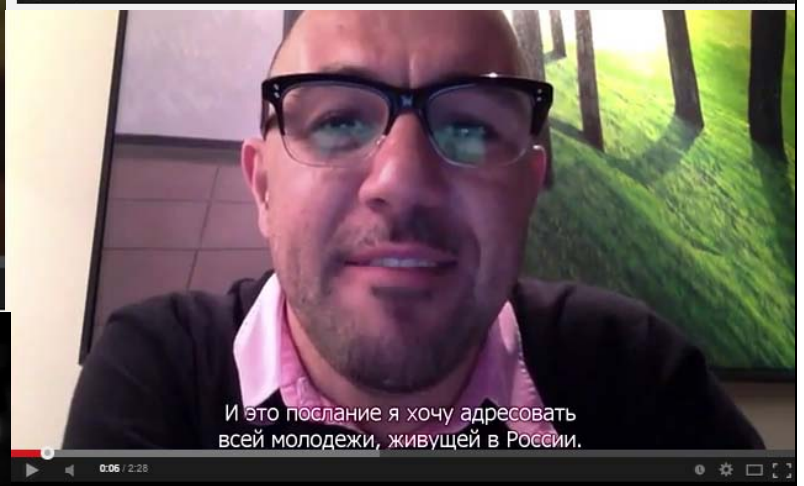
It Gets Better Project

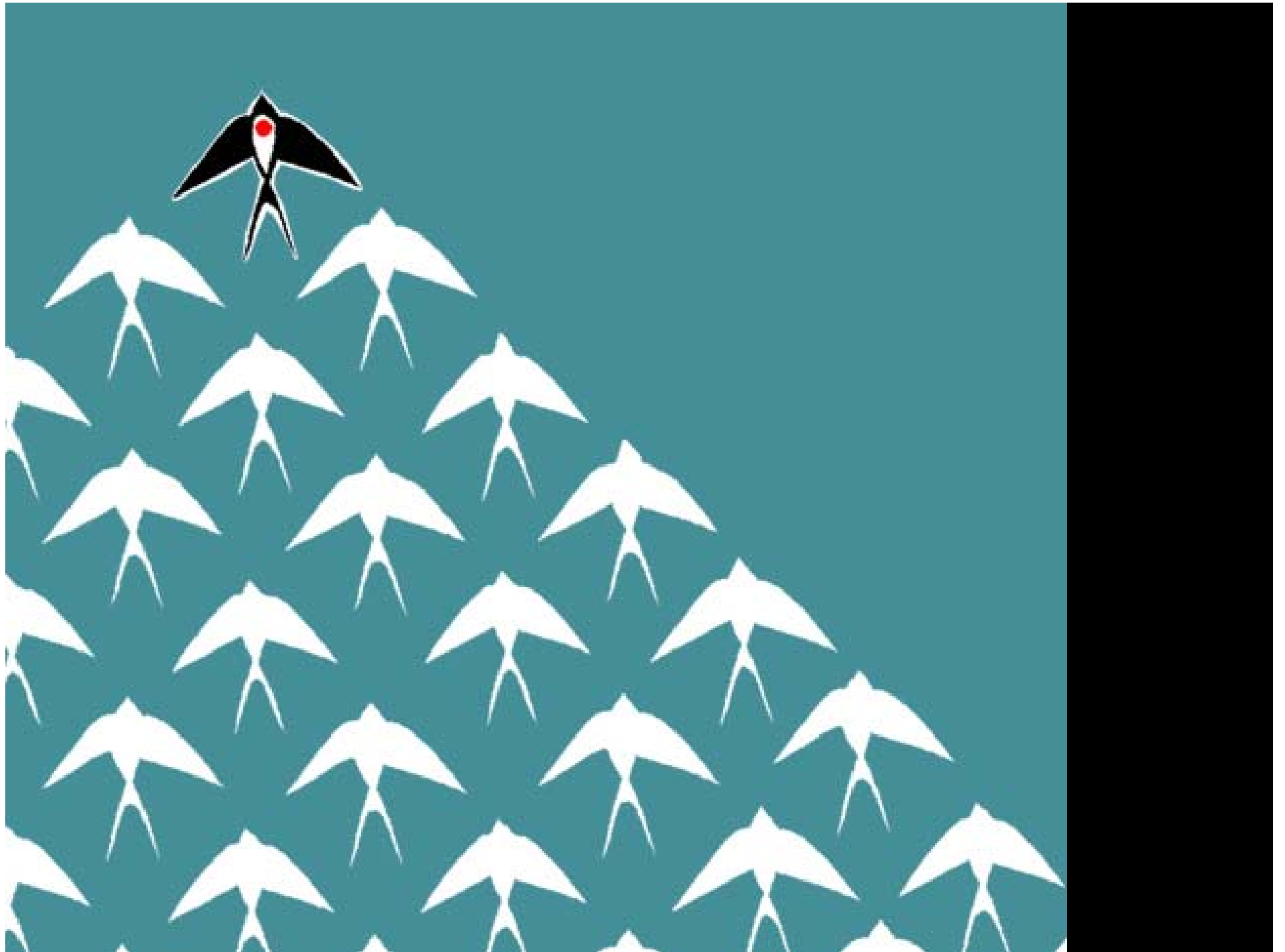
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2,033,217

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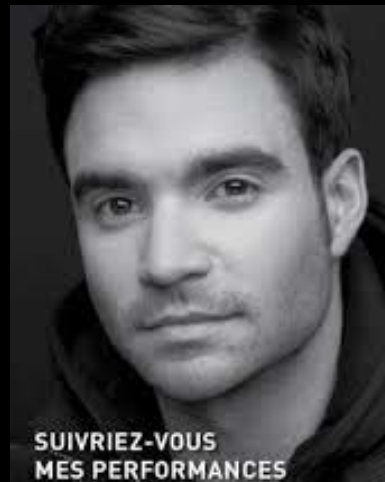


**ME DIRIEZ-VOUS BYE BYE
SI J'ÉTAIS SÉROPOSITIVE ?**

C'EST LE SIDA QU'IL FAUT EXCLURE, PAS LES SÉROPOSITIFS



COCQ-SIDA
COCQSIDA.COM



**SUIVRIEZ-VOUS
MÉS PERFORMANCES**



**EST-CE QUE TOUT LE MONDE EN
PARLERAIT SI J'ÉTAIS**



**SERIONS-NOUS TOUJOURS AMIS
SI J'ÉTAIS SÉROPOSITIVE ?**

C'EST LE SIDA QU'IL FAUT EXCLURE, PAS LES SÉROPOSITIFS



**PRENDRIEZ-VOUS UN VERRE
AVEC MOI SI J'ÉTAIS
SÉROPOSITIVE ?**

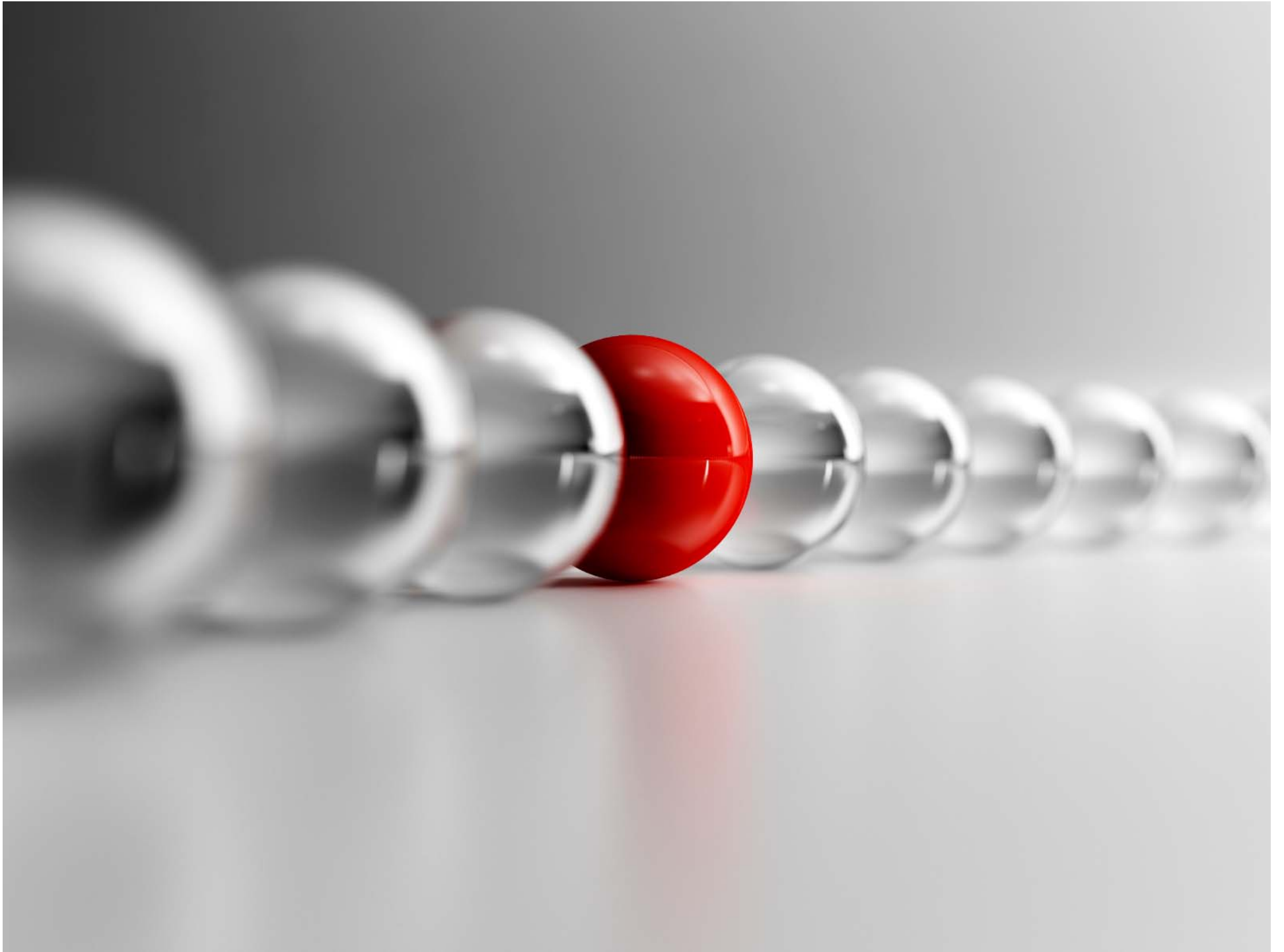
C'EST LE SIDA QU'IL FAUT EXCLURE, PAS LES SÉROPOSITIFS



COCQ-SIDA
COCQSIDA.COM



COCQ-SIDA
COCQSIDA.COM





PLAYLIST

Carnival Cruise Tunes

No time for a Carnival cruise? No problem, we'll bring the Carribean to you.
Subscribe to Carni...

▶ LIRE

SUIVRE



ABONNÉS

558

Créée par : carnival_cruiselines • 125 titres, 7 h 50 min

	TITRE	ARTISTE	ALBUM	
+	Summertime	Kenny Chesney	Greatest Hits II	03:26
+	Two Tickets To Paradise	Eddie Money	The Essential Eddie Mo...	03:57
+	One More	Jimmy Cliff	Rebirth	03:25
+	Hey Ya! - Radio Mix / Club Mix	OutKast	The Way You Move / H...	03:59
+	One More Time - Short Radio Edit	Daft Punk	Musique Vol 1	03:55





QUIT

May 30 2014



Every 6 seconds, someone dies from smoking.

[#WorldNoTobaccoDay](#)
[#smoking](#) [#fail](#) [#relatable](#)
[#every6seconds](#)

61.2K Likes · 25 Comments



874,228 Loops

Say something nice

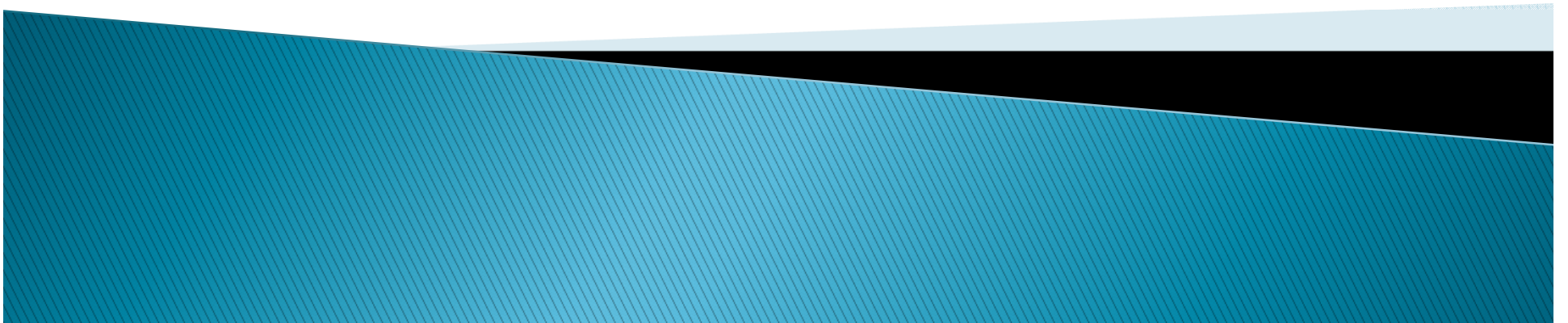


**YOUR
MESSAGE**

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Deirdre Cozier

PendoPharm



Social Media Marketing

Highly Regulated Environments

Agenda

- Overview of product-related messages
- Social media considerations
- Critical factors for success

What is Acceptable?

- The acceptability of a message will depend on:
 - The type of regulated product
 - The audience to which it is disseminated
 - The content of the message
- As marketers, it is critical that you know the major restrictions

Type of Product



Regulated Healthcare Products

- Prescription drugs
- Non-prescription drugs
- Vaccines and radiopharmaceuticals
- Narcotics and targeted substances
- Natural health and homeopathic products
- Medical devices
- Cosmetics
- Foods
- Disinfectants

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Audience



Regulatory Definitions

- Healthcare Professional (HCP):
 - Licensed members of the professions of medicine, dentistry, naturopathy, nursing, pharmacy and other related disciplines and instructions
- Patient:
 - A person who has been prescribed or recommended a product and is being counseled on therapy by a HCP
- Consumer:
 - The general public

Product-Related Messages



Types of Messages

Health Product Advertising

Advertising is any representation by any means whatever for the purposes of promoting directly or indirectly the sale or disposal of any food, drug, cosmetic or device

Education and Learning

Events whose primary purpose is to address the educational needs of physicians and other health care providers in order to improve the health care of patients

Scientific Communication

Scientific information provided to a customer at their request to answer a specific question

Corporate Communication

All communication aimed at informing employees and/or shareholders of company activities

Key Advertising Principles



Putting it All Together...

Type of Product	HCP	Patients	Consumers
Rx Drug	PAAB Code	Information/education	Limited to name/price/quantity
Non-Rx Drug (OTCs, NHPs, BTCs)	PAAB Code	Information/education	No claims for a Sched A disease
Narcotics	PAAB Code	Information/education	No DTC allowed
Vaccines	PAAB Code	Information/education	Preventative claims are allowed
Medical Device	No misleading claims	No misleading claims	No misleading claims
Cosmetics	No misleading and/or drug claims	No misleading and/or drug claims	No misleading and/or drug claims

Social Media Considerations



Basic Tenants

- Every sponsor is responsible and accountable for their online messages
- The same rules apply to online activities as they do for other media
 - If you can't do it on paper, you can't do it online!
- But, it is possible to have a successful social media presence
 - It will require planning upfront

Social Media Complexities

- SM includes websites and applications that enable users to create and share content or to participate in social networking
 - Also known as user-generated content (UGC)
- The problem:
 - We cannot control what users say
 - And we can be held accountable for their comments and use of sponsor-controlled sites

Example – Product-Related FB Site



- FB is public...DTC rules will apply
 - A rx drug: Name/price/quantity
 - Cannot make any claims for Schedule A disease regardless of the product
 - Preventative claims are allowed (e.g., vaccines)
 - No misleading advertising
- User posts may make links to:
 - Off-label use
 - Safety issues
 - Compliance and legal issues

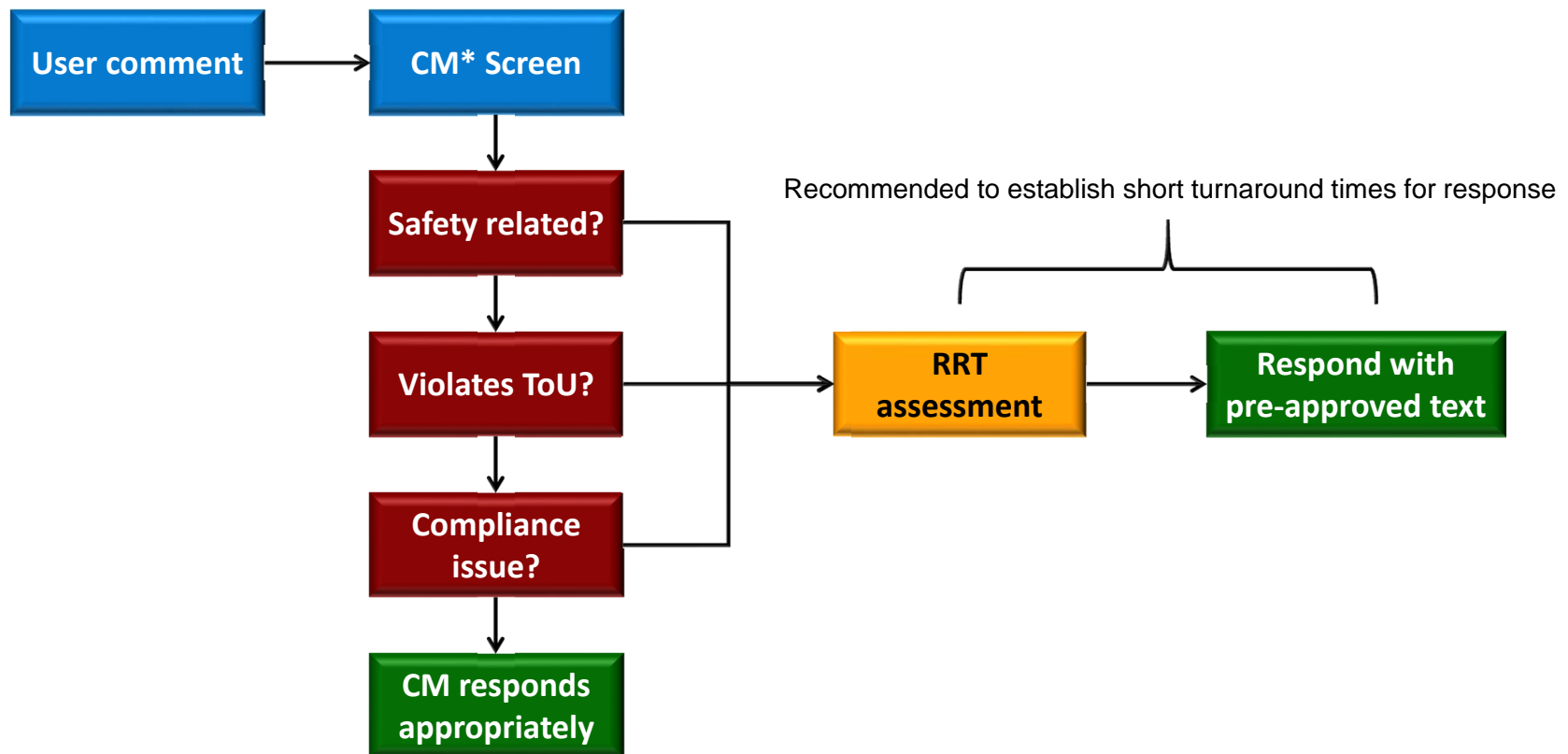
Key Sponsor Responsibilities

- Adverse events reporting
 - Every employee is responsible to transmit AEs to their drug safety department
- Compliance issues
 - All discussions in regards to the product must be:
 - Within the TMA
 - Have risk information disclosed
- Appropriate content as per Terms of Use
 - Non-offensive
 - Legal restraints

Proposed Process

- Triage comments against pre-established criteria
 - Have a trained community manager
- If a post or comment meets the criteria:
 - Review by a Rapid Response Team (RRT)
 - Have prepared responses at the ready
- RRT should be small and consist of:
 - Regulatory
 - Legal
 - Medical

Triage Flowchart



*CM: Community Manager

Critical Factors for Success



Key Takeaways

- Plan ahead!!!
 - Establish the process before you engage including standard responses and a RRT process
 - Have an exit strategy
- Know your company's tolerance for risk
 - Some sponsors may be more willing to accept risk than others
- Have trained community managers
 - Advanced AE/compliance training

Questions?

