

Pharma and the Social Media (& Social Networks)

 Newsvine

 Youtube

 MySpace

 Digg

 StumbleUpon

 Del.icio.us

 Technorati

 Reddit

 XING

 RSS

 Vimeo

 Facebook

 LinkedIn

 Twitter

 Flickr

 Blogger

 SmugMug

Why can Novartis, GSK, Roche, Pfizer, AstraZeneca, Sanofi-Aventis, Boehringer Ingelheim, Amgen, Johnson & Johnson, Genetech, and many more be found on Twitter, YouTube, or Facebook?

DatAnalytics Dossier: Pharma and "Social Media"

Researched and analysed: November 2009 – January 2010. Published: 7. February 2010.

© Copyright 2009, 2010 DatAnalytics GmbH, Innere Güterstrasse 2, CH – 6300 Zug

Tel. +41 41 712 20 61, Fax +41 41 712 20 62

The aim of this publication is to point out potential and already existing business applications of the pharmaceutical industry in social media, social networks, or Web 2.0.

The author makes no claim to completeness or comparability, or of proving a private applicability.

If not otherwise identified, the mentioned numbers relate to January 2010. Differences may and will appear every day due to the high volatility of the internet. Products, websites, and other addresses might have been changed in the meantime. The author does not accept any responsibility for that.

Neither DatAnalytics nor the author can be held responsible for business-related or private actions based on the information of this publication.

Copying, duplicating, publishing, or any other form of distributing this dossier or parts of it is strictly forbidden without prior explicit permission by the author and DatAnalytics.

It must be pointed out that the American health authority FDA (Food & Drug Administration) held a public hearing regarding health-related communication (resp. advertising) via the internet and social media about products subject to the FDA on November 12 and 13, 2009.¹ It must be expected that from March 2010 on, the FDA – and/or other health authorities - will issue new recommendations and guidelines concerning this topic.

Therefore the current situation can change at any time.

¹ See also: www.fdas.gov. In the archive of this page you can find so-called "transcripts" of it.

Table of Contents

1.	<i>Executive Summary</i>	4
2.	<i>Introduction.....</i>	6
3.	<i>Dates and facts on new media</i>	8
4.	<i>New trends in communication.....</i>	10
5.	<i>Recognising "new" behavioural patterns.....</i>	12
6.	<i>New requirements concering 21st century marketing.....</i>	16
7.	<i>Why a "dedicated person".....</i>	21
8.	<i>Special benefits for the pharmaceutical industry</i>	22
9.	<i>Pharmaceutical companies present in social media: (as of January 2010).....</i>	24
10.	<i>Practical examples</i>	25
10.1.	<i>Example: Pharma companies on Twitter</i>	25
10.2.	<i>Example: Pharma companies on YouTube</i>	32
10.3.	<i>Example: Pharma companies on Facebook</i>	36
11.	<i>Conclusion.....</i>	42
12.	<i>Personal recommendations.....</i>	43

1. Executive Summary

It's not possible to imagine our actual business world without new media. They have changed our communication in a way that was unthinkable even a few years ago. Today, social networks are changing our communication. Looking at a few numbers and facts about new media, we receive an impression of how one can communicate interactively with approximately 1.7 billion people in a cheap way and how one can even issue information specifically to subgroups or recall data about them.

New trends in the field of communication - like mobile applications - will continue to be an important topic in the next few years. However, this new way of communicating implies to know the behavioural patterns of the users. Why do some people create blogs, or why do people prefer to ask advice from a consumer instead of a seller? Iraq, China, or only recently Haiti have proven how important these channels are and how fast electronic news spread all over the world. In this process, the consumers determine the means of communication and thus become the new gatekeepers. They multiply information and compare and amend it. Yet, the information flood calls for selection, and the lack of confidence in certain sources demands for information filters. Who deserves to be trusted, if not the people you know well - and their friends. These changes create considerable new demands on 21st century marketing. Companies can benefit from social media and networks, but they need to have the right know-how. The pharmaceutical industry has been very active on these platforms for some time in order to be finally able to communicate interactively with their ultimate customers: the patients. Representatives of health care professions can now also be found on these new channels - at least in the case of the pioneer America. But caution is to be exercised here: "On the internet nobody knows that you are a dog". It is necessary to distinguish between truth and falsehood, and to retain control of the basic information. If you don't, someone else will do for you. The information will always be present. You will also learn why it is necessary to have a "dedicated person" for your communication on social media. Based on examples from Twitter, YouTube and Facebook, you will get to see some online presences of the pharmaceutical industry. Both the internet and social media are a double-edged sword. If in March 2010 the FDA issues a new code of conduct for promoting drugs available only on prescription, everything may change again. Caution and flexibility keep being due. After the résumé of this report you will receive some personal recommendations about how to get started with these new means of communication. Social media can't be regarded as an independent instrument. Communication must be considered in its entirety and should be linked with and embedded into the company's global communication strategy. Only a coherent strategy can and will endure in a world of constant change.

"The Social Web is much more than a window into information and interaction, it is a completely transformative medium that is changing how we forge relationships, interact with one another, and distribute and discover information. In many ways, the online social revolution is reminiscent of the Industrial Revolution." ²

Brian Solis,
Future-Works.com,
Silicone Valley



² Source: <http://electruncle.wordpress.com/2009/11/23/social-media-zitat/> By kind permission of: Brian Solis [brian@future-works.com]