

Welcome!

3 Ways Medical Affairs Leaders Can Start Using Social Media Insights Now!

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Housekeeping

Questions for Presenters:

Please submit questions throughout the presentation using the question box.

On-demand:

This webinar, as with all previous ones, will be available on MAPS Connect and the Content Hub for MAPS members.

Presenters



Avikk Ghose

CEO
Kernel



**Sanaz Cardoza,
PharmD**

Senior Director,
Regenerative Medicine
and iNOmax MSL Teams
Mallinckrodt
Pharmaceuticals



Brant Jarrett, PhD

Executive Director, Field
Medical Affairs
Mallinckrodt
Pharmaceuticals



**Christine Farkas,
PharmD, BCPP**

Director, Scientific
Engagements and
Insights
Lundbeck

Objective

Here's what you'll learn today:

- 3 Ways Your Team Can Start Using Social Media To Gather Medical Insights

HCPs are Adopting Social Media

4.33
billion

active social media users
worldwide

+35%
increase

in HCPs using social media for
professional reasons

75%
of HCPs

will be digital natives
by 2026

sources: Deloitte, Hootsuite, Healthlink Dimensions, Novartis Oncology

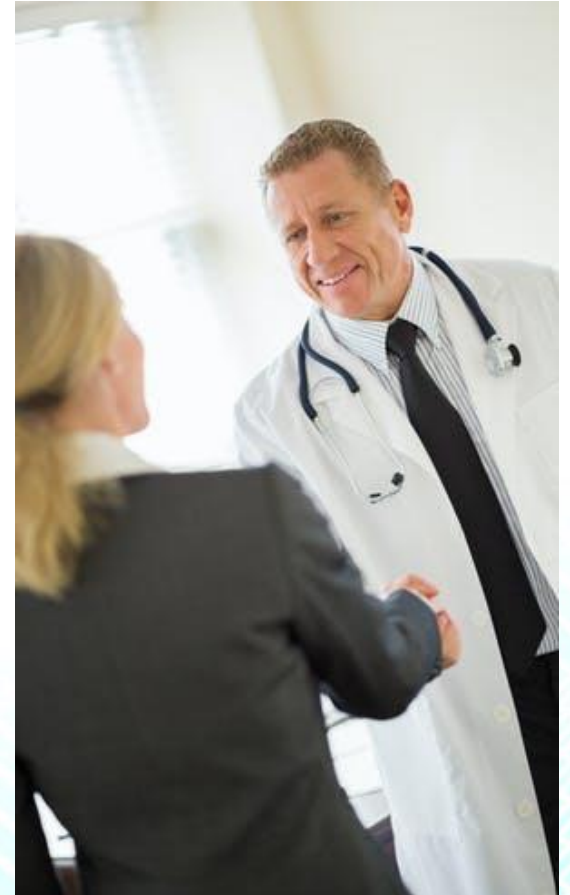
Medical Affairs Professional Society (MAPS) | 2021

**Medical Affairs leaders should
prioritize Social Media insights**

Background

Insights from Medical Affairs (MA): An important aspect in demonstrating the value of MA!

- Ways to identify insights.
 - Through Field Medical scientific interactions with KOLs and HCPs
 - *Medical Information inquiries, Advisory Boards, new publications*
 - BUT ALSO: **Social Media**
 - Anyone in MA can do this!



Definitions

- **Social Media Insights** - Medical insights from Social Media content
- **Social Listening** - Is the process of monitoring or gathering that data, 'listening,' in effect, to all the conversations & interactions happening on Social Media platforms
- **Digital Thought Leaders / Digital Opinion Leaders** - Trailblazers that have a Social Media following

Monitoring, Listening & Engaging....Oh My!

- *Monitoring/Tracking* – First Step
- *Listening* – Keeping Tabs
- *Engaging* – Make It Personal



Exchange of information is highly regulated

Why MA Leaders Should Prioritize Social Media Insights

An absolute **must** & low hanging fruit:

- Social Media insights
 - *A great tool & resource (Virtual environment approved!)*

Identify who posts relevant content, approach them, & learn more:

- Social Media shows what HCPs say:
 - *Get a collective sentiment & perspective*



Social Media Insights: Impact on Medical Strategy

Social Media insights: Actionable & Impactful!

- Can drive & shape Medical Strategy
- Social listening shows everything that is being talked about
- Alerts us to topics & ideas that we may not have considered
 - *Can provide early warning*
- *Your competitors are paying attention to Social Media!*



**Today, not all Medical leaders
are prioritizing Social Media
insights**

The Case for Social Media Insights

Why use Social Media?

- **Hundreds/thousands of potential insights**
 - See what individual HCPs say
 - Conversations between HCPs
 - Collective perspective
 - Overall sentiment
 - Digital Thought Leaders (DTLs) and HCPs you don't know



Social Media Overview

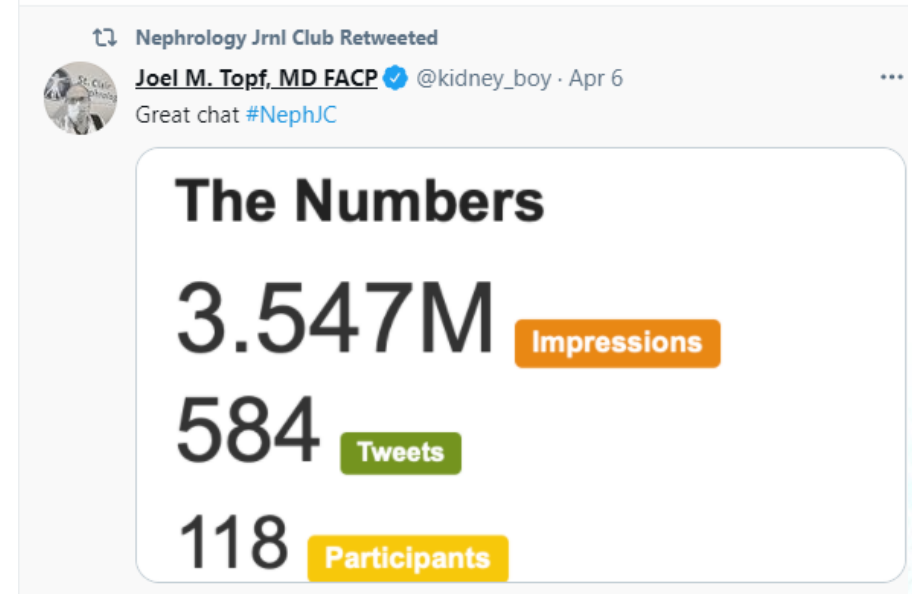
Why use social media?

- Can be as impactful as traditional insights
- Wide variety of topics
- HCPs discussing your data!
- Easy access
- Free!

Platforms

- **Twitter**, LinkedIn, Figure 1, blogs

What else do you use or find valuable?



Disseminating Insights - *Have a process in place!*

- **Who** are you presenting/giving the insights to?
 - *Who is providing insights?*
- **What** are you disseminating?
 - *Data dump? Summary? Is it valuable?*
- **How** are you disseminating the information?
 - *Email? Meeting? PowerPoint? Word?*
- **When?** (*How often?*)
- **Why** this process? (*Can it be better?*)

Social Media: Twitter

Twitter

- Follow Thought Leaders (TLs)
- Digital TLs
- Groups & Journal Clubs
- Comments & Discussions on Pubs, Guidelines & Presentations
- Discussions at Congresses; Presentations & Posters



Tools for Twitter

Tools for Twitter

- TweetDeck (free; tweetdeck.twitter.com)
 - *Makes searches & updates easier to see*
 - *Find groups & journal clubs*
- Tchat (free; tchat.io)
 - *Find twitter chats from specific groups (enter the group #)*



Nephrology Jrnl Club @NephJC 11s

Welcome to tonight's discussion on treating type 1 hepatorenal syndrome (HRS-1) with albumin plus either terlipressin or placebo.

Combining the power of [#nephtwitter](#) [#livertwitter](#) and [#icutwitter!](#)

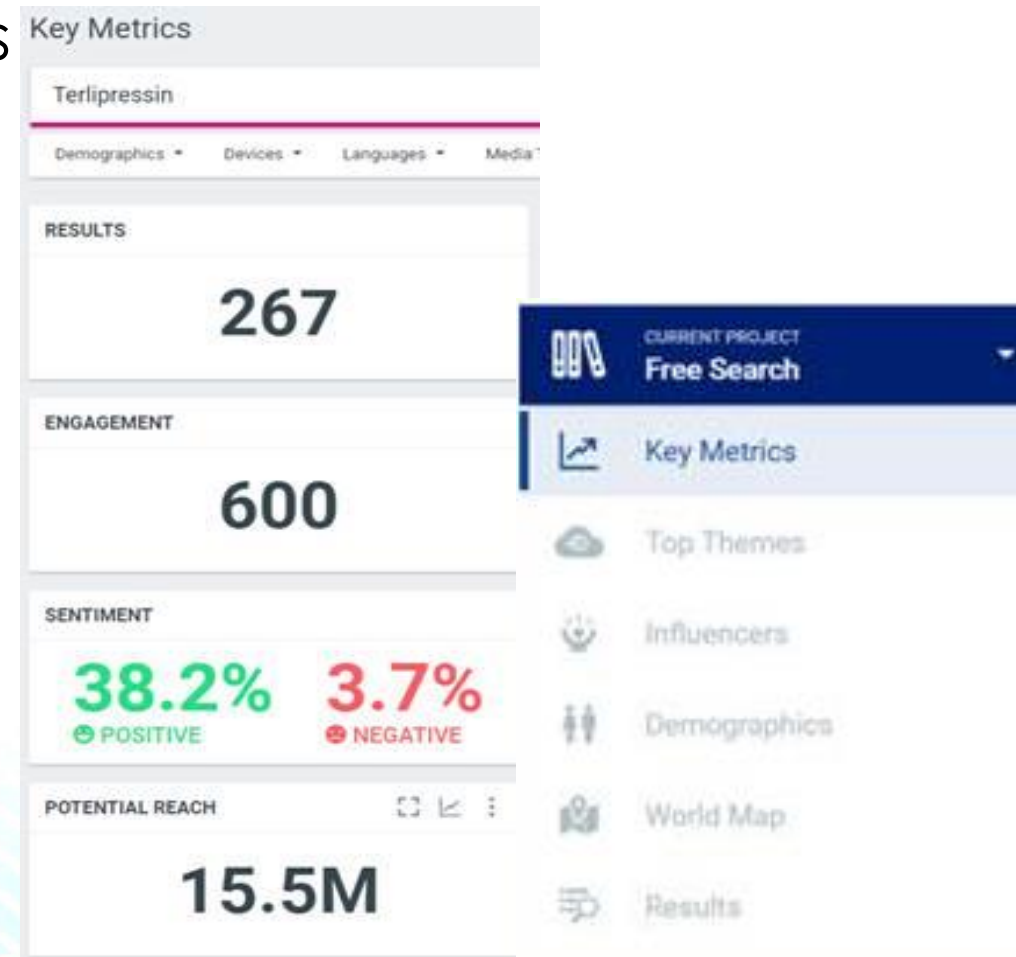
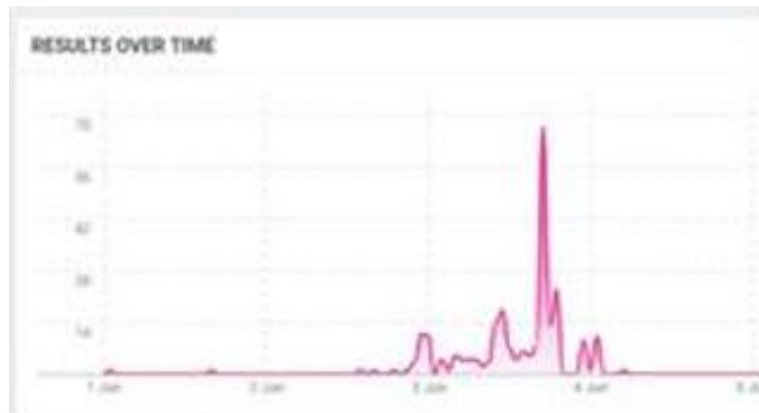
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Tools for Twitter, cont.

- Talk Walker (free)
 - Data, demographics, & impactful posts on specific search terms
- Vendors
 - Can sift & summarize the data
 - Different capabilities; know what you need



**What risks should be addressed
for compliant Social Media
interaction?**

Social Media Listening Considerations

- **Considerations:**
 - Adverse Event reporting
 - Pharmaceutical Fake News
 - Verified Identity
 - Volume of Information
 - What does it mean?
 - Artificial Intelligence



Social Media Engagement Challenges

- Brand Value & Company Culture vs. Promotional Activity
- Balanced Messaging: Risk & Benefit Information
 - Character Count, Monthly Monitoring
- Misinformation Correcting
- Response to Unsolicited Requests

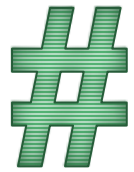


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What can you start doing now?

3 Ways to Start Today

1. Identify & Follow Key Opinion Leaders Online
 - Digital Opinion Leaders



2. Utilize & Search Social Media Using #hashtags
 - #AAN, #ABA2021

3. Incorporate Social Media Intelligence Into Insights Platform/Process



Thank you!
Questions?