Digital Analytics and Social Media in External Education Where to Start & What's Possible

A Webinar by the External Education Focus Area Working Group
September 22, 2021

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Housekeeping

Questions for Presenters:

Please submit questions throughout the presentation using the question box.

On-demand Availability of Webinar:

As with all previous webinars, the webinar recording, and this PowerPoint deck, will be available on-demand next week for download by MAPS members via **MAPS Connect** and in the MAPS website Content Hub.

Introductions

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Global Medical Grants
Pfizer Inc.

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Excellence Lead
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CEO & Co-Founder
Amedea Pharma,

Marc Sirockman

Global Chief Executive
Officer, MedEvoke

Agenda/Objectives

- Using Digital Analytics - Where To Start

- Social Media Listening To Inform External Education Needs Assessment

- Facebook and LinkedIn Live Series: Genetic Testing

- Independent External Education Using Social Media

- Outcome Expectations For External Education Via Social Media

- Questions and Answers

Polling Question

Please select the answer below that most closely reflects your level of experience with External Education & Social Media. The scale is 1 – 4 where 1 is lowest level of experience and 4 is the highest level of experience.

1. I don't know anything about this topic
2. I have had some limited exposure/involvement
3. I am actively supporting or implementing
4. I am an expert on this topic
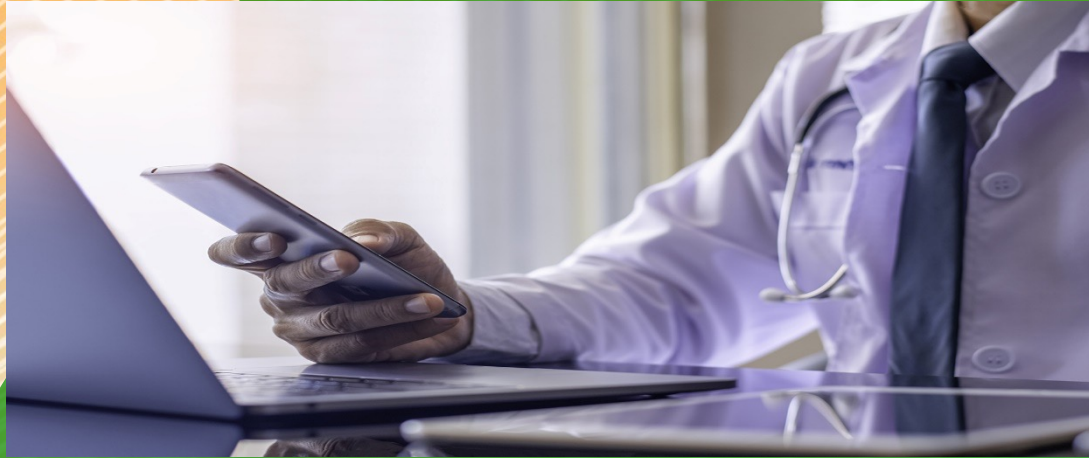
Using Digital Analytics: Where To Start

Deirdre Jordan
Global Medical Affairs Excellence Lead
Sandoz International GmbH

Before Using Social Media for your Educational Needs Assessment…

- **What do I want to know?**
  - Be very specific about the question (unmet medical or educational need, landscape analysis, impact measurement, specialty, time frame and interconnectivity of the group)

- **Is utilizing digital analytics going to answer my question?**
  - It is the sexy thing to do now but is this the correct channel? Could an advisory board, focus group or market research be a more suitable channel? Or could you use one/all of those channels in addition to digital analytics? What is the investment and time needed to do each?

- **What am I expecting to find out in addition to my primary question?**
  - Are Share of Voice (SOV), sentiment or engagement important measures for me?

- **Who do I want to answer my question?**
  - Am I targeting specialty HCP's, HCPs, patients, policy makers or caregivers? Should I be cognizant of whether the data is coming from a digital opinion leader, a digital opinion sharer or a digital opinion former?

- **How intelligent does the solution need to be?**
  - Does the solution read keywords, sentences, disease severity, sentiment, QOL changes?

- **What will success look like?**
  - As with all MA initiatives start with the end in mind. What will I do with the insights I have gathered?

Polling Question Results

Votes Are In!

Social Media Listening To Inform External Education Needs Assessment

Caroline Lustig
Vice President of Insights & Analytics
MedEvoke

How digital data mining informs education planning

Topics of Interest

- Leverage social media listening to uncover areas of need and gaps in education
- Identify catalysts online behind common questions

Stakeholder Input

- Identify stakeholders online and see their points of view
- Insights divided based on stakeholder groups provides more nuanced insights
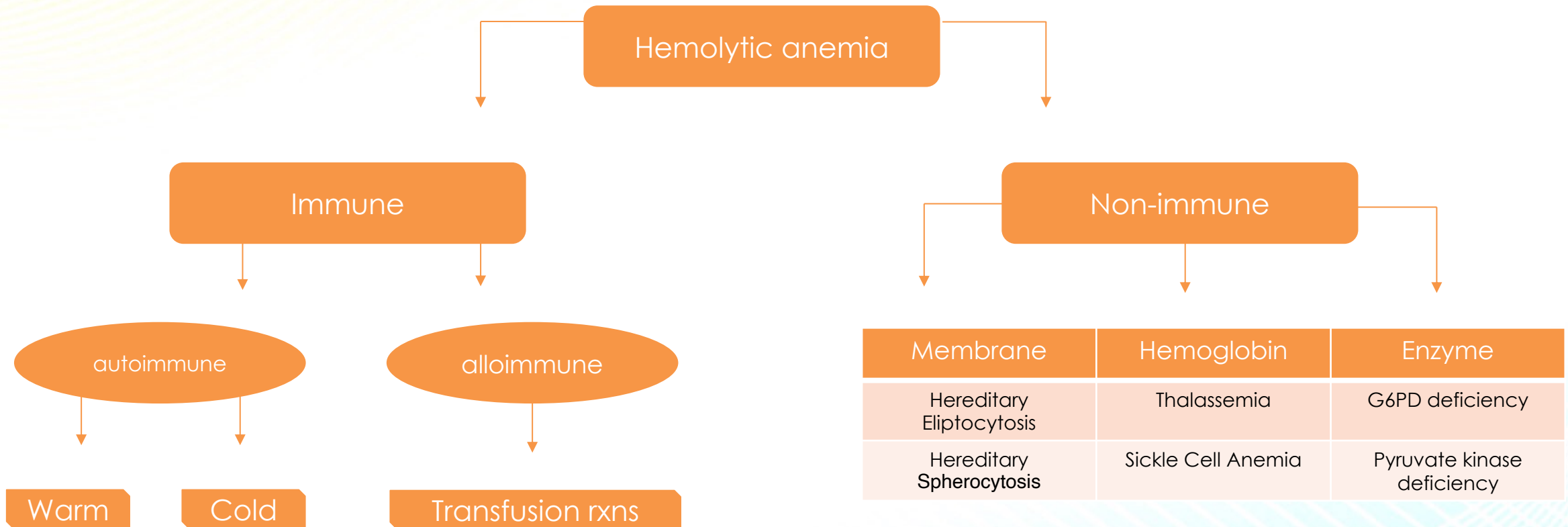
Quantifiable Metrics

- Ability to produce metrics around:
  - Educational topics of interest
  - Current influencers
  - Gaps in education

Outlining your needs assessment plan

- Therapeutic Area

- Stakeholders of Interest

- Geographic Parameters

- Key Events / Congresses

Defining the therapeutic area of interest

```
                          ┌─────────────────────┐
                          │  Hemolytic anemia   │
                          └─────────────────────┘
```

Hemolytic anemia

Immune

Non-immune

autoimmune

alloimmune

Warm | Cold

Transfusion rxns

Membrane	Hemoglobin	Enzyme
Hereditary Eliptocytosis	Thalassemia	G6PD deficiency
Hereditary Spherocytosis	Sickle Cell Anemia	Pyruvate kinase deficiency

Determining the stakeholders of interest

Advocacy Groups

Patients

Healthcare Professionals

Caregivers
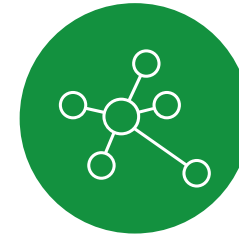
Payers

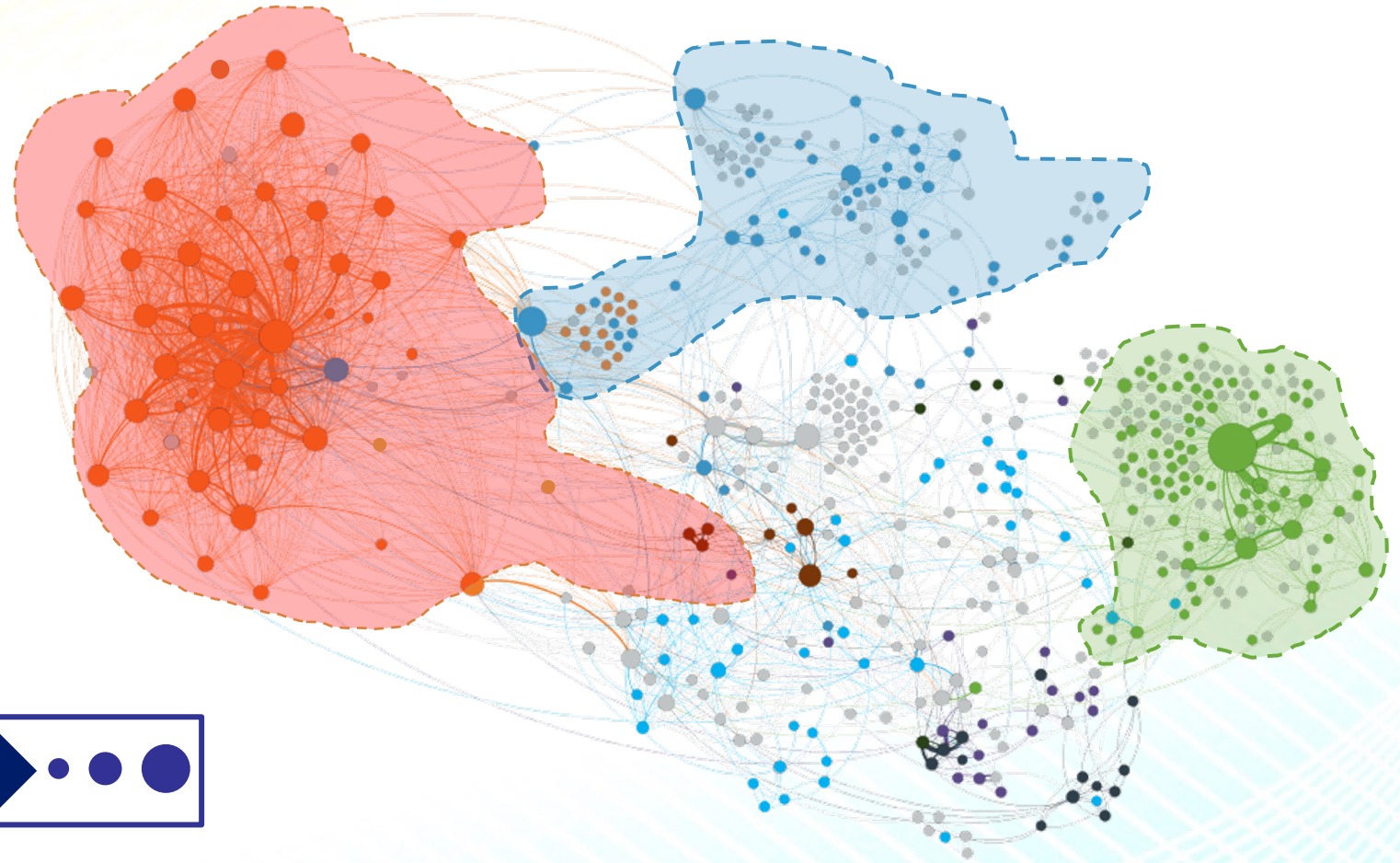# What to prepare for an online needs assessment

1. What are the educational objectives you are trying to communicate?

2. What educational efforts have already been conducted?
   - How would those be identified online? (e.g., Tweetorial/Twitter Chat, Online Campaign)

3. What are the common potential educational pitfalls or areas of misinformation?

4. Who are the known KOLs and other known stakeholders?
   - Do we know which of our KOLs have digital presence?

Interconnectivity of key stakeholders

Relevant disease conversation takes place across a wide variety of HCP specialties

- Rheumatologist 18%
- Dermatologist 11%
- Immunologists 12%
- Treatment Centers 3%
- Patients 2%
- Nurses/Physician Assistants 8%

n = 493 HCPs

Edge Weight. Total amount of times referencing.

In-Degree. Total amount of times referenced by others.

Identification and segmentation of online influencers

RISING STAR

High Relevance, Low Resonance

Actively involved in the discussion but still growing an audience and increasing resonance

ESTABLISHED INFLUENCER

High Relevance, High Resonance

Actively involved in the discussion and consistently achieves high resonance across qualified stakeholders

NOVICE

Low Relevance, Low Resonance

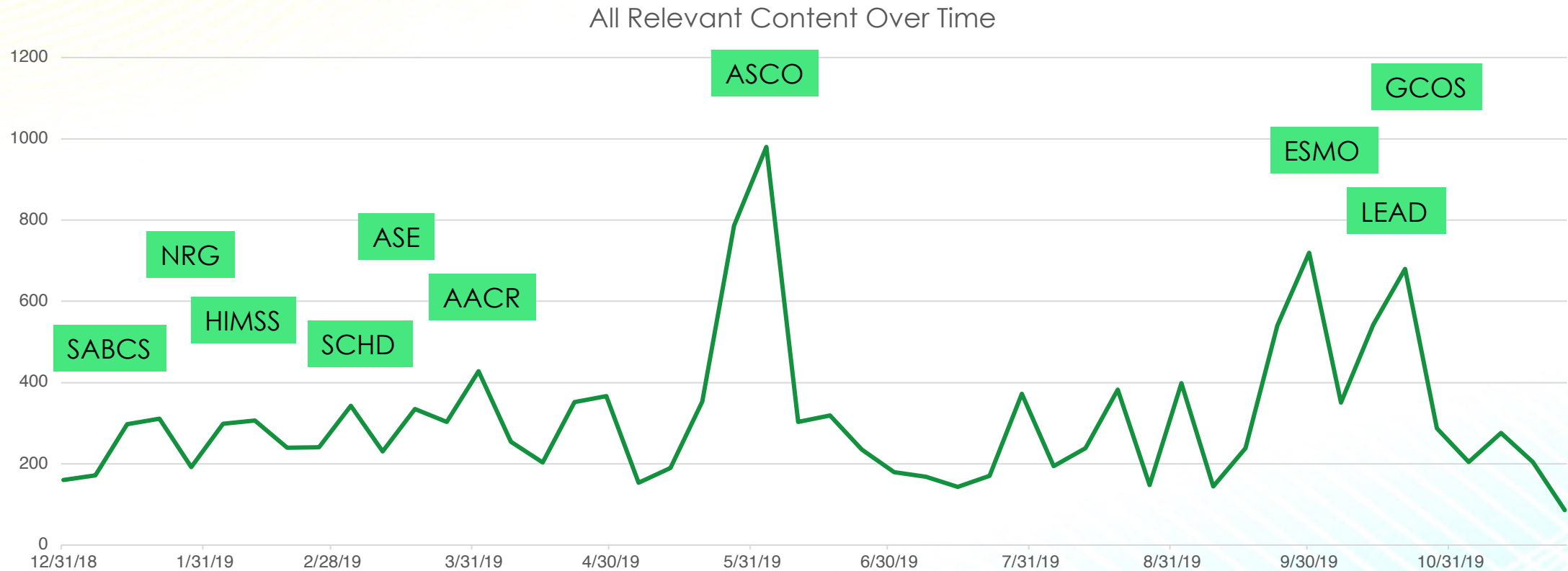Little relevant online activity, low resonance when they post, smaller reach

OPPORTUNITY TO LEVERAGE

Low Relevance, High Resonance

Receives high resonance and has an engaged and qualified audience but does not frequently talk about relevant discussion

Topics driving the conversation

Diagnosis
01
There is a new form of diagnostic test that was introduced at EHA 2021 and received very positively

02 Treatment Paradigm
HCPs do not feel there are clear guidelines around the treatment paradigm and there are gaps in understanding for newer treatments

03 Mechanism of Action
SoC MOA is well established, so newcomers are having a hard time breaking into the market where the MOA is not well understood

Events driving online discussions

All Relevant Content Over Time

Local, regional, global perspectives

Center of Excellence

Emerging Clinical Trials

Case Study Background & Launch Impact Goals

- A mid size pharma company launched a new antibody drug conjugate in the oncology space. Medical leaders sought to understand:

KOL perceptions of the treatment landscape after a key congress	KOL perception of the Client Asset compared to competitor products	Alignment to the Client Asset's safety & efficacy data	Overall impact of launch & additional opportunities

Solution: Data-Driven Approach to Measure Impact

Ultimately reweighted efforts to address key challenges (e.g., focus on education on value of asset)

1. Analyze Scientific Exchange, Digital Domain & Internal Data through STRATEGIC LENS

STRATEGY

KEY QUESTIONS

Internal Data

TRUTH

Digital Domain

Scientific Exchange
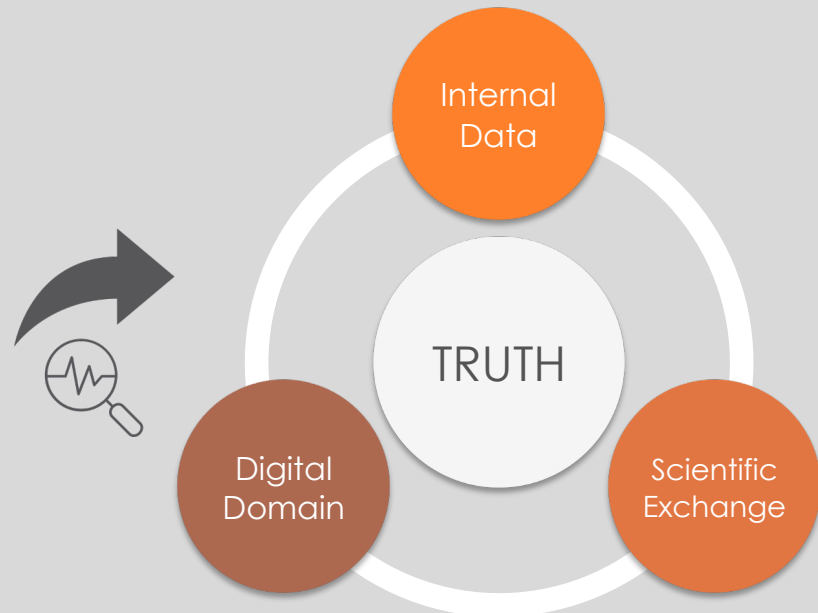
2. Measure KOL Perceptions & Launch KPIs:

- To understand KOLs' alignment to scientific narrative & of the treatment landscape

- Against baseline to determine launch impact

- Generate data-driven strategic recommendations to further launch excellence

eCademy

Facebook and LinkedIn Live Series: Genetic Testing

Lily Shahied Arruda, PhD
US Medical Director, Breast Cancer
Pfizer Oncology

Series Objectives

Educate key stakeholders (patients, advocates, HCPs)
- **the importance of genetic testing and knowing one's hereditary status**
- **unique challenges associated with hereditary cancers**

Increase public understanding of genetic testing and hereditary cancer

Demonstrate our company's commitment to patient education

Series Overview

- **Three-part series on the corporate Facebook and LinkedIn channels**
  - **October – December 2019**
  - **featuring patients living with hereditary breast cancer/advocates and HCPs**

Ep. 1: Debunking Myths of Hereditary Cancer & Reinforcing the Value of Genetic Testing	Ep. 2: Navigating Testing – The Role of Genetic Counseling	Ep. 3: Family Ties – Why Genetics Matter Post-Cancer Diagnosis
• **Topic:** Common misperceptions about genetic testing and hereditary cancers • **Participants:** Patient/Advocate, Medical Oncologist and Genetic Counselor • **Timing:** October 31	• **Topic:** Role genetic counseling plays in the genetic testing process, ways to access genetic counseling services and barriers to genetic testing • **Participants:** Genetic Counselor and Patient/Advocate • **Timing:** November 26	• **Topic:** The unique experiences of someone diagnosed with hereditary cancer, and the emotional impact of the diagnosis on the family • **Participants:** mBC Patient/Advocate and HCP (Survivorship Program Director) • **Timing:** December 23

Medical Affairs: Key Roles and Responsibilities

- **Obtain buy-in & funding**
- **Establish partnership**
  - Communications
  - Advocacy
- **Identify & serve as point of contact for HCPs**
- **Content development**
  - Unbranded
  - Obtained Review Committee approval
  - Share with Participants
- **At the live taping…**
  - Ensure key content is covered
  - Ensure guardrails are maintained

Metrics Evaluated

- **Reactions: Total number of likes, shares, comments to the video**

- **Views: The amount of people who viewed the video (but not necessarily to completion)**

- **VTR (view-through rate): Total percentage of people who watched the entire video (the higher the better)**

BENCHMARK VTR

facebook

39%

Linked in

22%

Example Results: Episode 1
Debunking Myths of Hereditary Cancer & Reinforcing the Value of Genetic Testing

Facebook LIVE

204+
Reactions

175,450+
Views

63.99%
VTR 🟢

LinkedIn Live

73,870+
Combined Reactions + Views

28%
VTR 🟢

🟢 = Exceeded Benchmark
🟡 = Met Benchmark
🔴 = Did Not Meet Benchmark

Viewer Comments

Ebru Bayhan
Rehberlik Öğretmeni
2mo ···

I agree with this idea that knowledge is power

Dr. Boris Herscovici
Director of Government R&D Incentive Programs Technion Research and ...
2mo ···

Congratulations for your great work!!

· 1 Like

Halima Martin
Pharmacist B.Pharm RGUHS, India
2mo ···

Very informative, thank you Pfizer

Additional Points to Consider

- **"LIVE" videos should stay under 13 minutes**
  - foster higher engagement and VTR

- **Videos can also be shared on HCP institutional social media accounts**

- **Internal Communication**
  - Broad cross-functional communication at roll-out
  - Dissemination of key learnings and next steps

Independent External Education Using Social Media

Allison Kickel, CHCP
President
Bonum Continuing Education

History

2010: Small but vocal group in the CME/CE community championing the use of social media

2018: ACCME & AMA develop the category of "other" format for certification of CME activities

According to Graham McMahon, MD

"Instead of focusing on how to construct an activity to fit within a previously regulated format, educators now have the freedom to customize the best approach for their learners using a variety of models and can more readily apply innovative education strategies."

ACCME = Accreditation Council for Continuing Medical Education
AMA = American Medical Association

Demand

Alberto @almagoch · Feb 2
Créditos para recertificarse mientras se aprende en @Twitter ‼️ Increíble ¿no? A ver que asociación médica, se anima a ser la primera en México 🇲🇽 #Cirugía #Cirujanos #SoMe4IQLatAm

Aline Charabaty, M.D. @DCharabaty · Feb 1
It starts today on @MondayNightIBD : Get your CME credit while you tweet !

Follow these easy steps 👇 and Get 1 AMA PRA category 1 credit in your pocket!

Supported by an educational grant from @pfizer
Provided by @IntegrityCE twitter.com/mondaynightibd...

Spanish - detected ▾   English ▾

Créditos para recertificarse mientras se aprende en @Twitter ‼️ Increíble ¿no? A ver que asociación médica, se anima a ser la primera ...

Credits to recertify while learning in @Twitter ! Amazing, right? Let's see what medical association is encouraged to be the first in Mexico

Professional benefits of social media as reported by physicians
N=200

Respondents (%)

Category	%
NEWS	79%
CLIN. INFO.	68%
CONGRESS UPDATES	67%
CME	61%
CASE REVIEWS	47%
P2P	44%
NETWORKING	39%
SHARING KNOWLEDGE	32%
PRACTICE MARKETING	15%
PATIENT ENGAGEMENT	14%
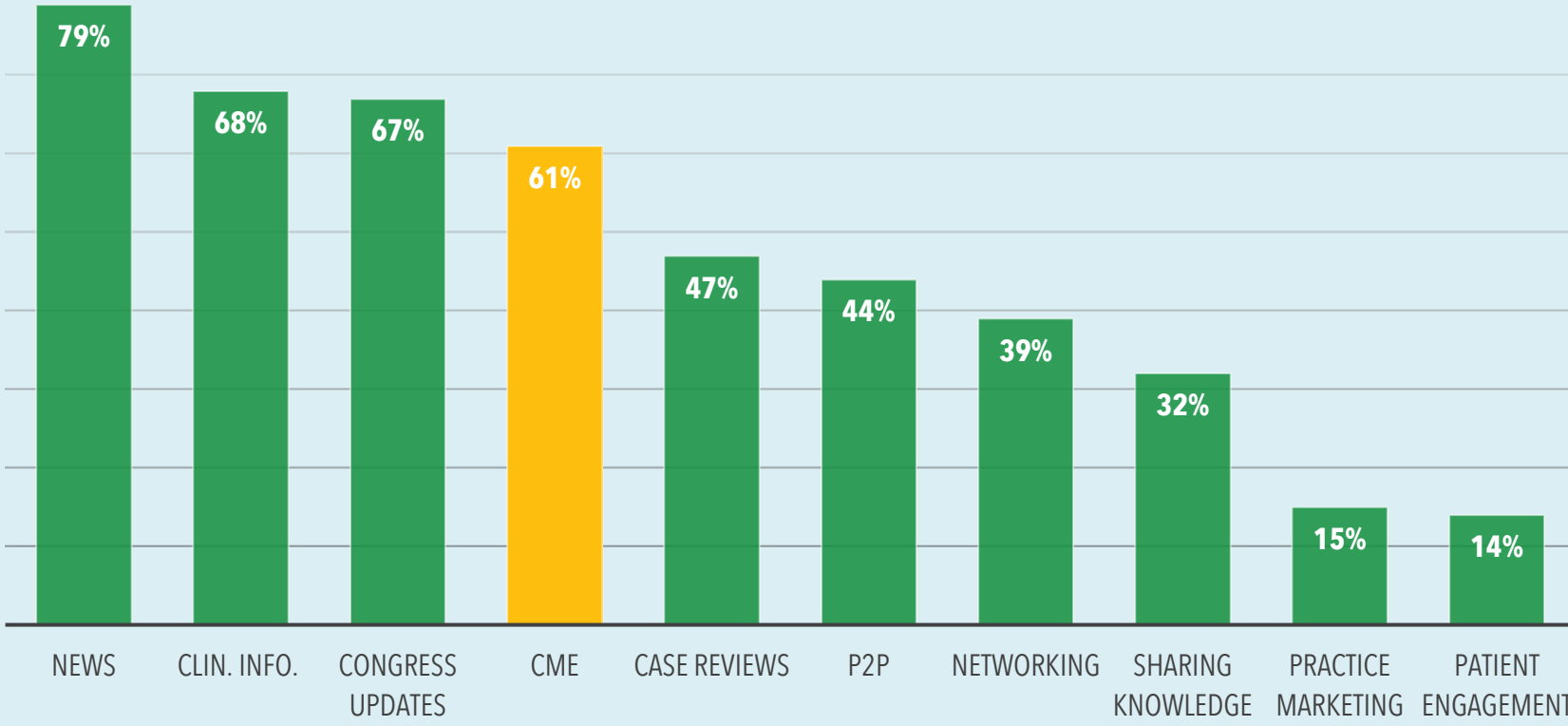
Bowser A. Social Media Behavior and Attitudes of US Physicians: Implications for Continuing Education Providers. Published January 2017. Accessed August 31, 2021.

Benefits

⚙️ Adheres to regulations set out by the ACCME

🚦 Content reviewed and validated by providers

🙅‍♀️ No discussion restrictions – i.e., labeling

👏🏿 Peer-to-peer & networking opportunities

🎳 Crowdsourcing of information & solutions

🧩 Interdisciplinary discussion

⏳ Spaced learning and measurement over time

🌏 Education without borders

$ Cost effective

++++++

Platform Considerations

fig. 1

Twitter

WEEK AT A GLANCE

FREE CME LINK: bit.ly/MNIBDcme

MONDAY
#MondayNightIBD
Weekly IBD discussion with guest clinician & IBD poll begins ~ 4pm EST

WEDNESDAY
#PatientExperience
IBD patients & caregivers share real life experiences following an IBD poll

THURSDAY
#MondayNightIBD
Weekly recap posted via twitter moments

FRIDAY
#IBD
Weekly #IBDAlgorithm

SATURDAY
#D
Prep for Mon... @mja...

Interested in leading a discussion as a guest clinician or patient? contact us:
@DCharabaty or @Empoweringpts9

National Jewish Health Medical Education @NJHealthM... · Aug 6
Do you treat #ILD? Join us 8/10 & 11 to discuss the effect of ambulatory oxygen on quality of life for patients with fibrotic lung disease. Read the article summary and learn more here: fal.cn/3hh6y #pulmtwitter #meded #ILDTwitterJC @DoctorSwig @mkoslow73

JOURNAL CLUB
ILD — National Jewish Health

Read the Article Summary:
NJHealth.org/ILDJournalClub

Zoom Webinar: 8/10, 2:30pm (ET)
Twitter: #ILDTwitterJC 8/11, 9pm (ET)

Matthew Koslow, MD and Jeffrey Swigris, DO, MS
Program Chairs and Faculty Hosts

PYOC Oncology @PYOC_Oncology · Feb 11

Mr. Li's Medical History
HYPERTENSION **25 Years** — Metoprolol 100 mg QD
CHRONIC **HBV** — Tenofovir 300 mg QD
Liver Function — Child-Pugh A — ECOG PS 1

PYOC Oncology @PYOC_Oncology · Feb 11

Mr. Li's Social History
🚫 DOESN'T DRINK
🚫 30-year-pack history — Quit 10 years ago
COMPUTER Programmer
Born in China
Brought to US at age 15

💬 1   🔁   ♡ 2   ⬆

PYOC Oncology @PYOC_Oncology · Feb 11
Which of these raises your suspicion that Mr. Li has HCC❓
💬 1   🔁   ♡ 3   ⬆

PYOC Oncology @PYOC_Oncology · Feb 11
PYOC Oncology @PYOC_Oncology · Feb 11
Birth country is China 🇨🇳 (click here)
Show this thread
💬 1   🔁   ♡ 1   ⬆

PYOC Oncology @PYOC_Oncology · Feb 11
PYOC Oncology @PYOC_Oncology · Feb 11
Chronic HBV (click here)
Show this thread
💬 1   🔁   ♡ 2   ⬆

PYOC Oncology @PYOC_Oncology · Feb 11
PYOC Oncology @PYOC_Oncology · Feb 11
Smoker (click here)
Show this thread

#MondayNightIBD
@MondayNightIBD
Join us for #IBD #Back2Basics SAT #IBDPoll & convo Monday ≈4pmEST. #PatientExperience WED. #IBDAlgorithm FRI. Created by @DCharabaty. Opinions≠med advice. FREE #CME
📍 IBDland on Twittersphere   🔗 integrityce.com/mondaynightibd
📌 Born April 1   📅 Joined May 2019
800 Following   **6,972** Followers

Megan Ranney MD MPH ☑ @meganranney · Mar 3
Very cool! CME through a tweethread re #COVID19 testing [or just u... info for non-physicians] - from @michaelmina_lab & @DrOnyemaOg... @SoMeCME 👇

Integrity CE SoMe CME @SoMeCME · Mar 2
1/

#ThisIsOurShot
📌 #medtwitter FREE #CME!

#COVIDVaccines #tweetorial w/ @michaelmina_lab & @DrOnyemaOgbuagu

Supported by an educational grant from Janssen Therapeutics, Div... of Janssen Products, LP.

⭐ GET CME CREDIT 👉 bit.ly/3b4mpI5

What's your specialty❓
Show this poll

Instagram

Clubhouse, TikTok, etc. ✋

ALLERGIES & MORE 🏠

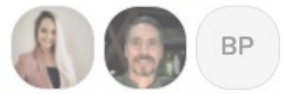416 Members

Join Club

ABOUT

Learn and contribute to discussions involving Allergies, Asthma & Immunology!

👉Weekly CH room: Ask the Allergist👈 Tuesdays
👩🏽‍⚕️Earn Category 1 CME credit 👨🏻‍⚕️.
Adaptrack has enabled Category 1 CME for reflecting on your learnings in our CH rooms: Simply text 'CME' to 1-833-984-2248.

👉Weekly CH room: Ask the Allergic Person👈 Thursdays
☕ May 13 at 12:00pm EST☕

Want to host a room? DM Dr. Payel Gupta 😊

TUE, Mar 9, 5:30 PM (MDT)

Pain, Prescribing and Best Practices- 2 CME hours
From CME 4 PHYSICIANS 🏠

w/ Mackenzie Enriquez, Ralph McClish, Brooke Parish — 🧬💊💉 Join Dr. Brooke Parish to discuss Opioid Prescribing. This course will fulfill 2 hours of required opioid prescribing in most states.

audiorounds @audiorounds · Apr 16

At Audiorounds, we believe that social audio has the power to dramatically accelerate scientific discovery and collaboration. Sign up for our beta launch at audiorounds.co to learn more about how we plan to elevate intellectual discourse in the social audio arena!

Naresh Trehan
Dr. Frans Van de Werf
Dr. Maude Abbott

Donanemab Phase 2 TRAILBLAZER-ALZ
Pharma   Medicine   Neurology

Heinrich Irenaeus Quincke
Dr. Jean-Martin Charcot
Dr. Paul Broca
Dr. Pierre Marie
Raymond Adams

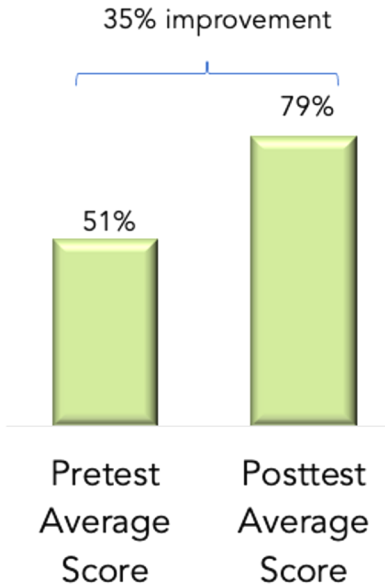**Boston Artificial Intelligence Meetup**

OVERALL OUTCOMES GAINS

Knowledge gains

- 46% increase in recognition of patient characteristics for those at higher risk of aggressive EC histotypes

- 41% increase in knowledge of biomarkers that help guide immunotherapy selection for EC

Legend:
- black obese women at higher risk for aggressive EC
- dMMR guides immunotherapy selection
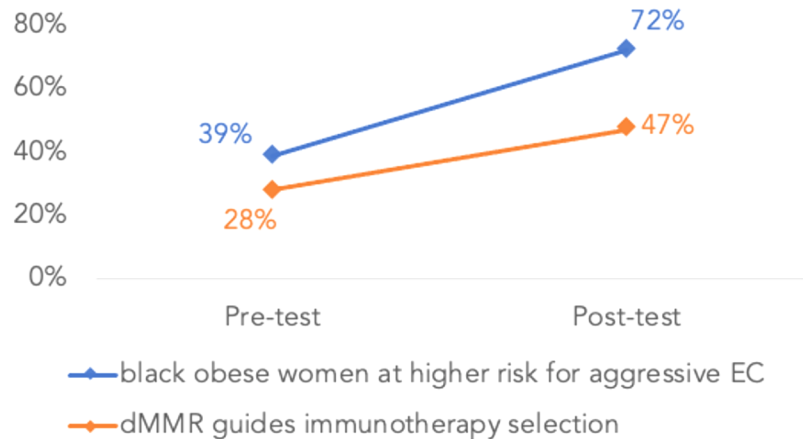
Pre Std ▲: 19%
Post Std ▲: 5%
Effect Size (Cohen's D): 1.98

35% improvement

Pretest Average Score 51%
Posttest Average Score 79%

Competence gains

- 38% improvement in treating patients with recurrent EC after 1L paclitaxel/carboplatin

- 24% better identification of ICI-associated irAEs

- 31% improvement in managing AE's in patients prescribed Lenvatinib

- 43% better selection of treatment for patients concerned about AEs
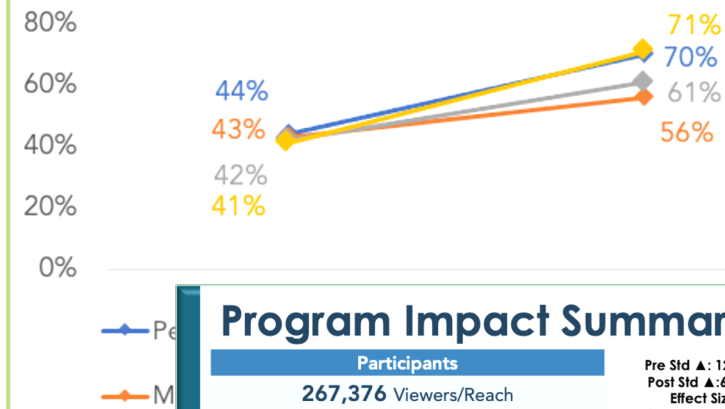
Persistent Learning Gaps/Needs

Post-test	53% could not identify dMMR as a biomarker that can help guide immunotherapy selection
	44% did not know that multi-system impact is a characteristic of ICI-associated irAEs
	39% still struggle with managing hypertension in patients prescribed lenvatinib

Program Impact Summary

Participants
- 267,376 Viewers/Reach
- 30,446 Learners
- 2,036 Completers
- 876 Certificates Issued

Twitter Learner Demographics
78% MD/DOs; 10% RNs
12% Other HCPs*
*Other includes dieticians, psychologists, nutritionists, hospital staff and assistants

Website Learner Demographics
59% MD/DOs; 19% NP/PAs;
8% RNs; 14% Other*

Practice Changes
- Greater confidence in selecting treatment
- Improved use of AFP when selecting treatments
- Offer more treatment modalities

Pre Std ▲: 12.68%
Post Std ▲:6.51%
Effect Size (Cohen's D): 3.62

52% improvement

Pretest Average Score 35%
Posttest Average Score 72%
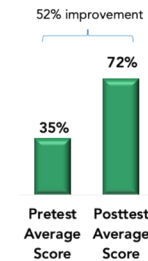
83% agreed or strongly agreed that the LOs were met

Pre-Education Gaps/Needs

From Pre-test (Before Program)
- Only 17% were able to identify that efficacy findings in the REACH trial of ramucirumab vs placebo showed the VEGFR2 inhibitor demonstrated significantly improved OS and PFS.

- 65% did not choose the correct 2nd line therapy for a 69-year-old patient with HCC and Child-Pugh Class A cirrhosis that progressed after initial treatment with sorafenib (AFP level-560 ng/dL; multiple liver mets measuring up to 2.2 cm; expressed concern re: AEs after experiencing HFS with sorafenib).

Persistent Learning Gaps/Needs

From Post-test Evaluations (After Program)
- 24% did not indicate that a patient starting 2nd-line HCC treatment should be contacted by her HCP to assess potential treatment-related AEs within the first week.

- 30% did not know that the phase 3 REACH-2 trial of ramucirumab required all enrolled patients to have elevated AFP (≥400 ng/dL).

Grant ID A-26561 Final Report

Risk Management

1. Testing
2. Monitoring
3. Responding
4. Updating
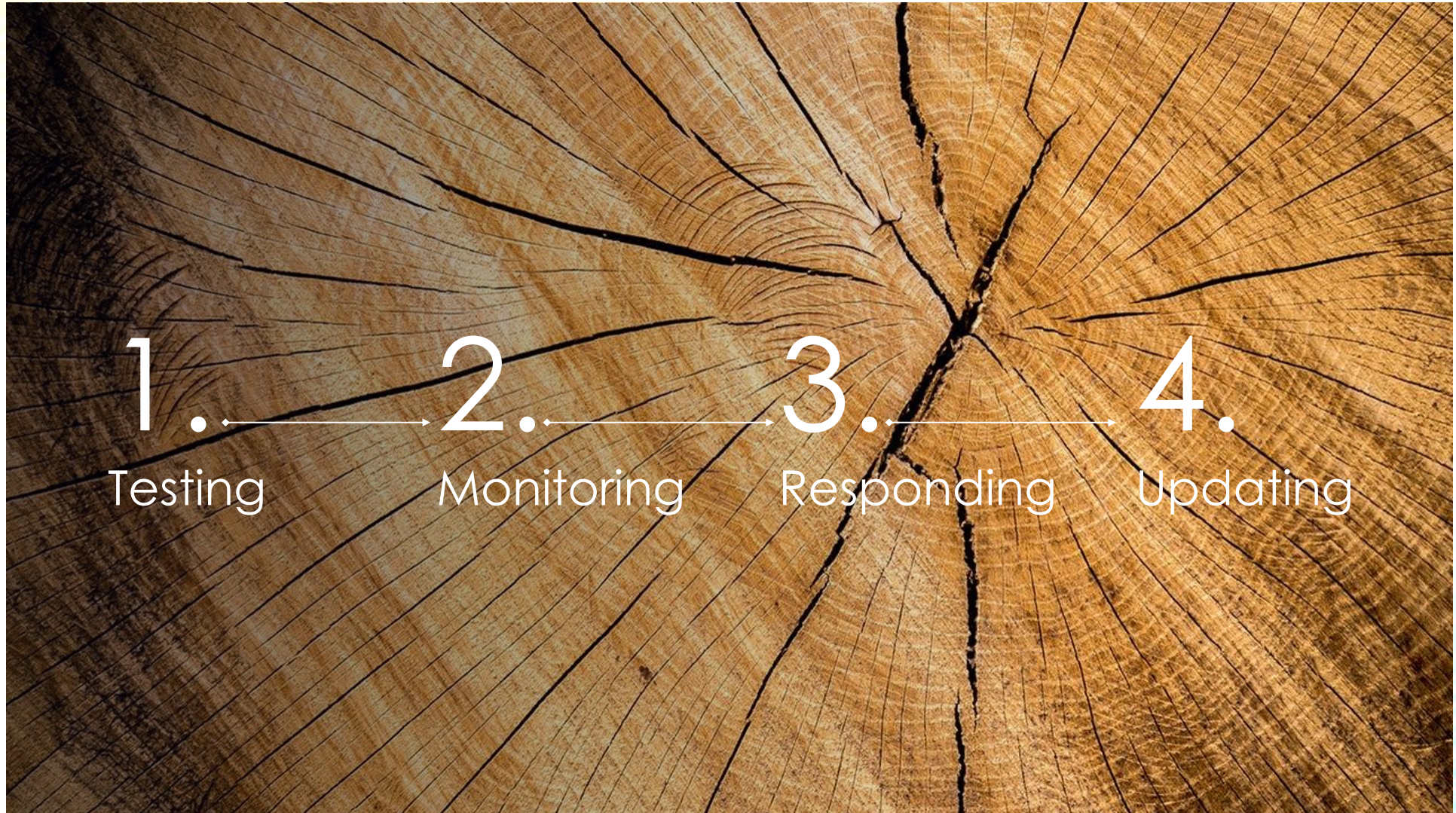
Outcome Expectations for External Education Via Social Media

Tim Mikhelashvili, PharmD
CEO & Co-Founder
Amedea Pharma, Inc.

The Problem of "All Access" Education on Social Media

Misinformation

Unprofessional conduct

Lack of Central Location Education "over-saturation"

The Reality of Social Media in Healthcare

– Limited access to peer-reviewed Medical Journals

– Dermatology Hashtag study on Instagram
  - only 5% authored by board-certified dermatologists[1]

– Next generation of physicians on Social Media

– Flow of information exponentially accelerated

D'souza F, Shah S, Oki O et al. Social media: medical education's double-edged sword
Future Healthc J Jul 2021, 8 (2) e307-e310
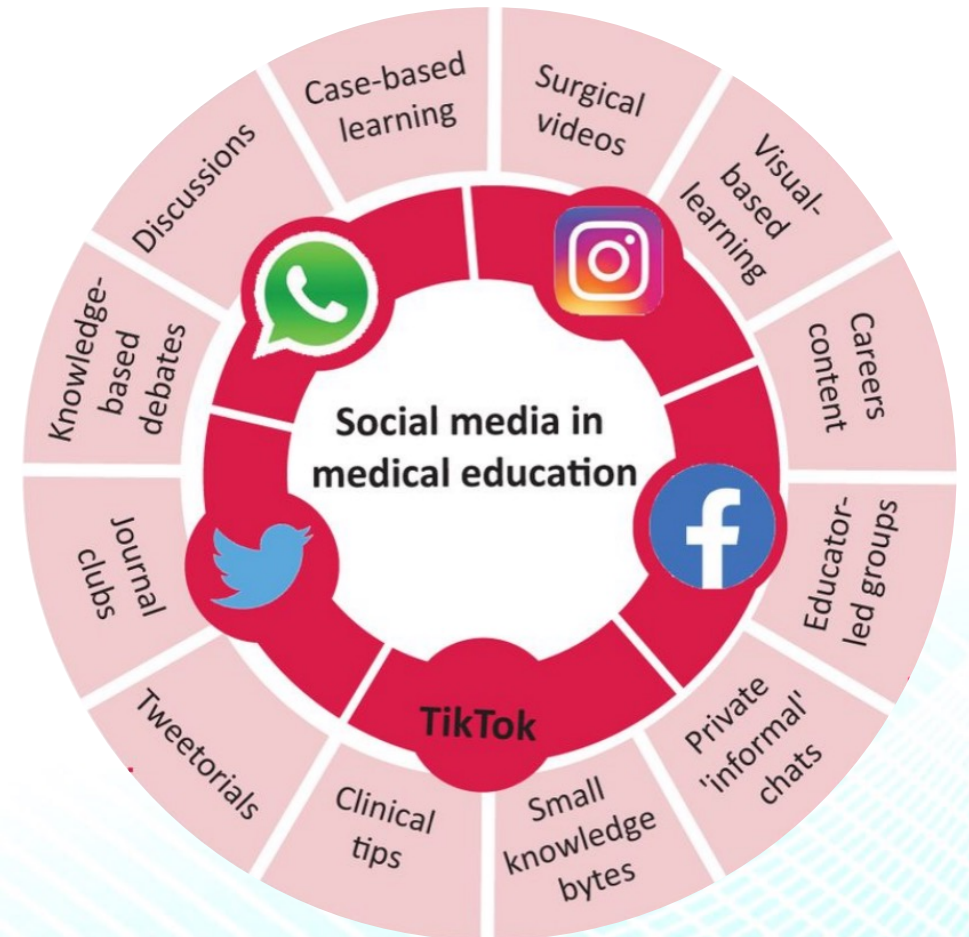
Measuring the Impact of Social Media on Education
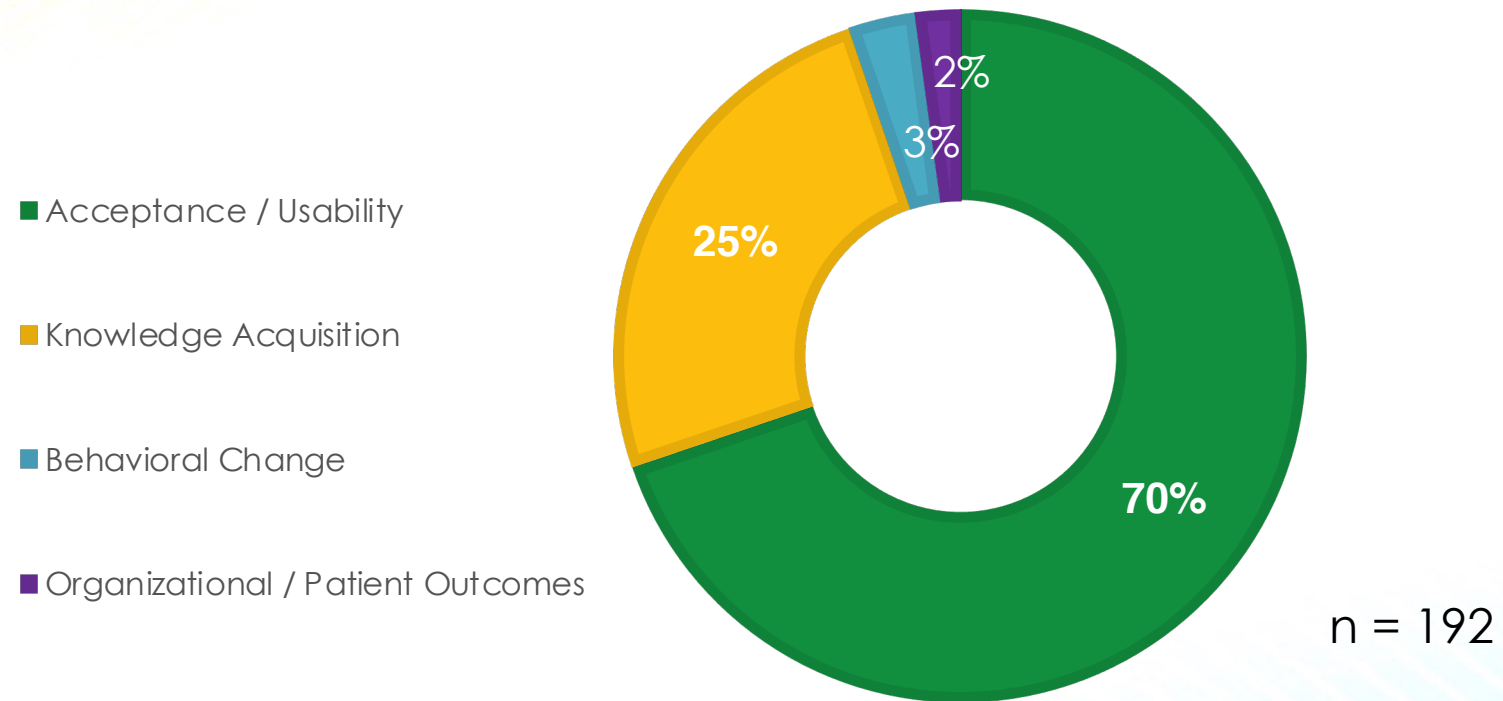
Social Media Educational Metrics Commonly Reported

- Acceptance / Usability
- Knowledge Acquisition
- Behavioral Change
- Organizational / Patient Outcomes

70%

25%

3%

2%

n = 192

Chan, T.M., Dzara, K., Dimeo, S.P. et al. Social media in knowledge translation and education for physicians and trainees: a scoping review. Perspect Med Educ 9, 20–30 (2020).

The Solution to Integrate Education Across Social Media

- Skills obtained virtually across Social Media translate into real life

- Learn the platform to tailor it to the learning format & audience

- Cross Over + Combine Platforms, Learning Formats and Metrics

- Update realistic social media policies across healthcare institutions

- Validate Content

  – Association for Healthcare Social Media

  – Social campaign #VerifyHealthcare

The New "Return on Education" in Social Media

Transparent & **Timely**
Communication of Metrics

Knowledge
Retention &
Application

Behavior
Validation &
Classification

Intent to Change or
Apply Behavior

AltMetrics
- Mentions
- Hashtags
- Shares/Citations
- Tweetations
- Followers
- Audio / Video
% engagement

Patient outcomes

Educational Event Time
0 – 30 days

1. CONTINUOUS METRICS @ MULTIPLE TIME POINTS
2. VARIOUS SURVEYS / FORMATS