

Medical Affairs & Social Media 2.0: The Evolving Model of HCP Engagement

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This presentation is for informational purposes only and is not intended as legal or regulatory advice.

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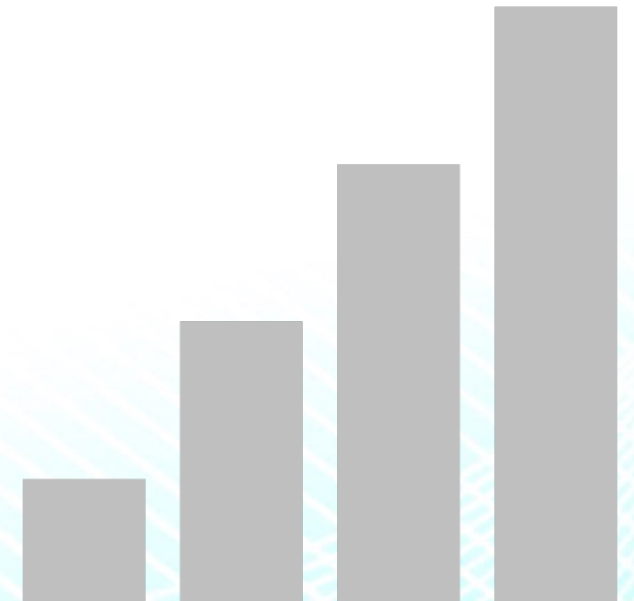
Educational objectives

This session will provide a learning opportunity for our audience by:

- Talking about HCP's informational challenges, behaviors and preferences
- Demonstrating how Med Affairs can keep up with these cultural changes
- Showing the path to working with the “now and next generation” of HCP opinion leaders
- Sharing insights on how to drive action in your organization

Poll: Does your team use social media to engage HCPs?

1. Yes, we use it actively
2. Never used it
3. Not enough
4. Yes, but not well

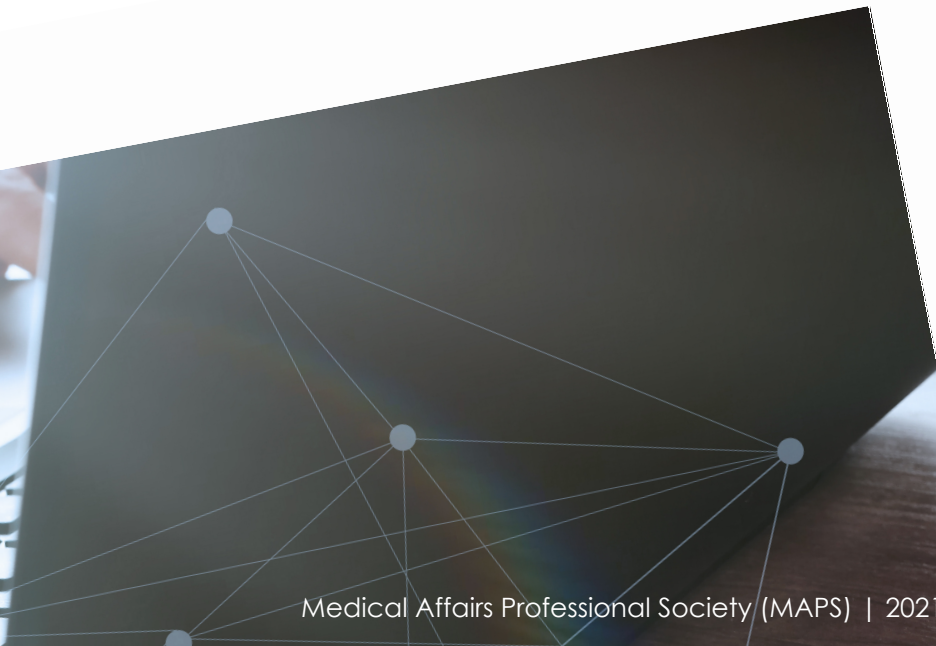




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@medicalaffairs

#medcomms #socialnatives

 Translate from ...



The challenges facing HCPs are constantly growing

Too Much Data and Info, Not Enough Time



73 days

how often medical knowledge
is currently **doubling**

80%

of physicians have no time to
take on new patients or duties

Decrease in In-Person Interactions



~40%

decline in the last 5 years

43%

report time constraints as the
major barrier to seeing reps

Greater Need for Peer Insights



1/3

of HCPs feel a void in their
ability to stay informed

92%

of physicians feel that peer-to-
peer content is more **credible**

HCPs had to adapt and evolve...



HCPs are online

>70%

of HCPs spend more than 1 hour of their workday online. Half of this time is to aid their clinical decision-making



HCPs are on social networks

70%

HCPs report using social media for professional purposes



COVID has driven uptake

81%

HCP use of social media

52%

doctor-only networks usage

ASCO 2021 oncologists rely on Twitter

“My strategy for #ASCO21 is to be on Twitter more.”

“My strategy is to only attend via Twitter. #ASCO21”

 **chadi nabhan MD, MBA, FACP** ✓
@chadinabhan

My strategy for [#ASCO21](#) is to be on twitter more.

I'll get everything that's happening.

10:18 PM · Jun 2, 2021 · Twitter for iPhone

2 Retweets 1 Quote Tweet 42 Likes

 **Vincent Rajkumar** ✓
@VincentRK

Replying to [@chadinabhan](#)

My strategy is to only attend via Twitter. [#ASCO21](#)

11:30 PM · Jun 2, 2021 · Twitter for iPhone

1 Retweet 13 Likes



Vivek Subbiah, MD
@VivekSubbiah

Oncologist | Associate
Prof | Executive
Director-Research, MD
Anderson Cancer
Network | Medical
Director, Clinical
Center for Targeted
Therapy

“The oncology community is embracing social media platforms like @Twitter for research + networking + engage in real-time discussions.”



HCPs are expanding on to new platforms

Clubhouse and Twitter Spaces – Audio Only Platforms

Luca Dezzani
@LucaDezzani

Here's a list of #ASCO21 mtgs on @Clubhouse @TwitterSpaces I managed to find. I'm sure I'm missing many more so please add your planned events to the thread!
Jun 4 at 1pm ET #MedAffairsTalk Expanded Access Programs

Join Pharma Medical Affairs on clubhouse
1.6K MEMBERS

clubhouse.com
#MedAffairsTalk - Expanded Access Programs - Pharma Medical Affairs
Friday, June 4 at 1:00pm EDT with Luca Dezzani, Abby Fraser, Bora Erdemli, Marieke Jonkman, Amy Cavers. This week we will discuss managed access ...

Andrea Anampa-Guzmán (s...
@AndreaAnampaG · 18h

See you tomorrow!

Hem-Onc Fellows Network ... 5d
Join our next #HOFellows twitter space: Fellowship Match Application with @MariumHusain and @MicahBurch6. See you this Tuesday, August 3rd at 6PM EST/5PM CST

#OncTrainee #HemTrainee
#OncMedEd #HemOnc

FELLOWSHIP MATCH APPLICATION
JOIN OUR NEXT TWITTER SPACE (S1E2) THIS TUESDAY AUGUST 3RD AT 6 PM EST/5 PM CST

Mariam Husain @MariumHusain
Micah Burch MD @MicahBurch6

Tú y 5 más
2 8 27

Instagram Live Stream

ascocancer LIVE 30

paulkaiser4real joined
Send a request to be in ascocancer's live video.
Request to Join

Add a Comment

Andrea, a current fellow, hosted a live Instagram stream for ASCO21



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#socialmaturity

 Translate from ...



Social's coming of age: The omnichannel, information landscape



Identifying your “Social Maturity”

Social
Listening



CRAWL

IDENTIFY AND PROFILE

Content Amplification
& Events



WALK

ENGAGE

Digital
Opinion Leaders



RUN

ACTIVATE



The global conversation

ASCO[®]

AMERICAN SOCIETY OF CLINICAL ONCOLOGY

You don't have to look further than ASCO to understand how social is becoming a prime channel for professional dialogue



A record **42,000** people attended ASCO this year



35% of them were active on Twitter but many more who weren't attendees!

<https://www.reutersevents.com/pharma/patients-and-medical/future-medical-congresses>

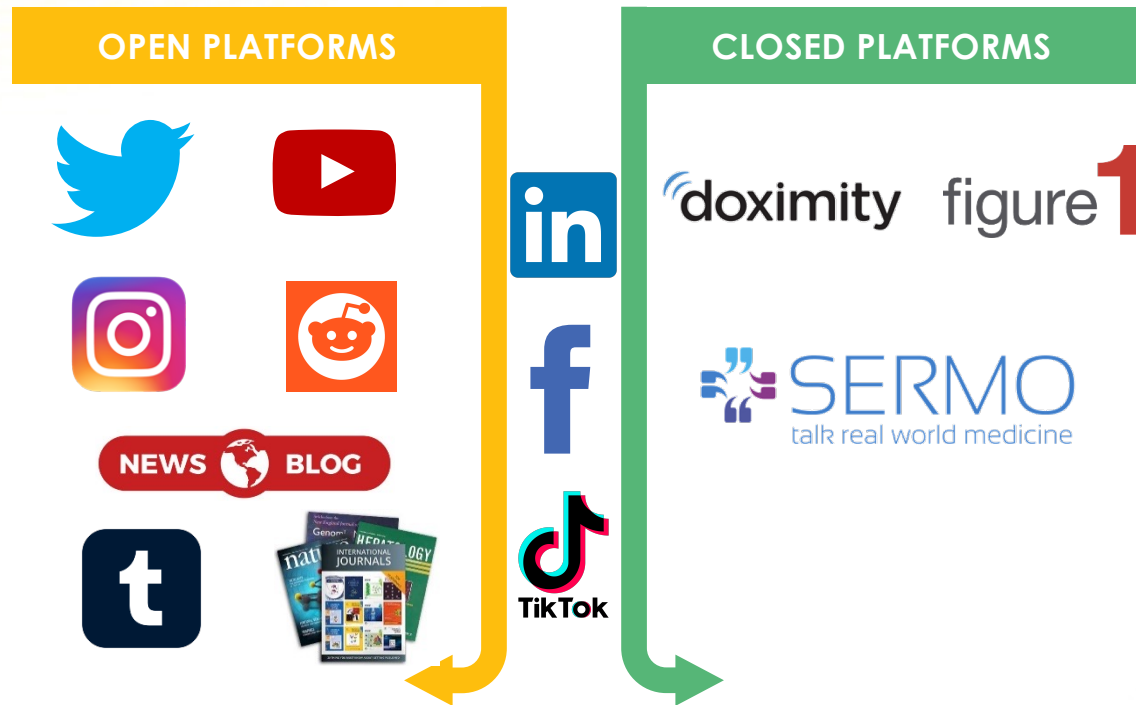
Medical Affairs Professional Society (MAPS) | 2021





Learn by listening

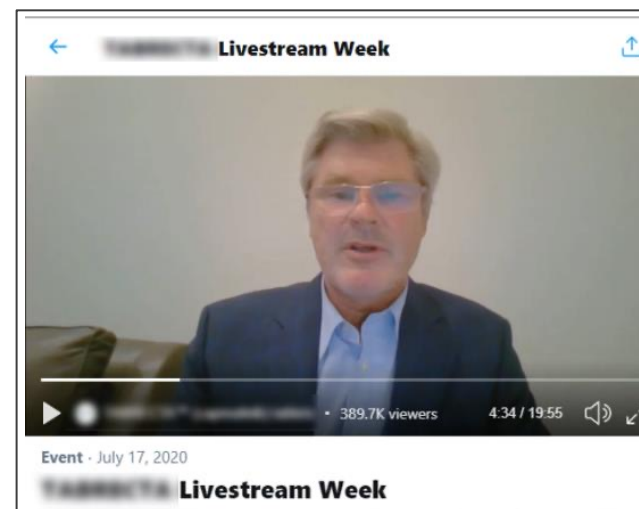
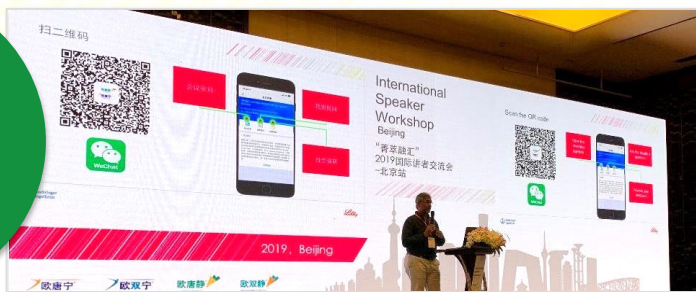
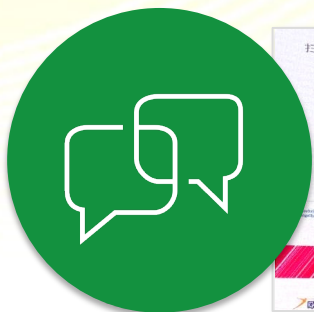
Monitor The Landscape



Gain actionable insights

- Congress Monitoring
- Competitive Landscape
- Publications/Trial Data
- Brand Share of Voice
- Identification of Influencers
- Content strategy

CASE STUDY: Content amplification & events

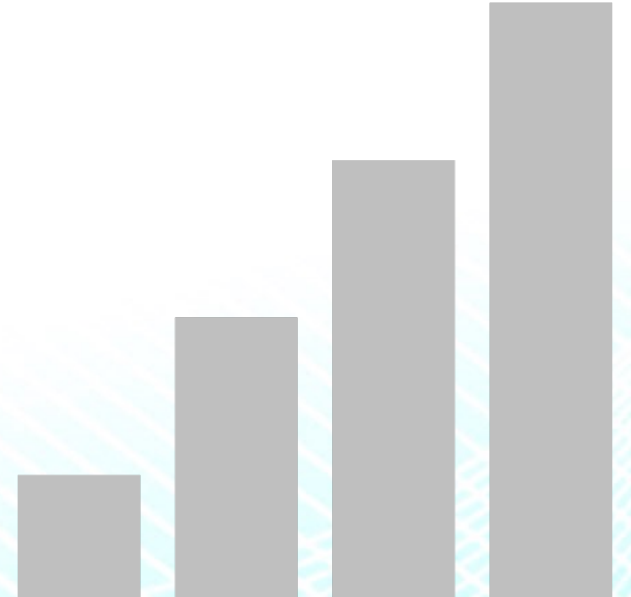


Livestream week schedule

Date	Topic	Live views	Replay views
Mon, 8 PM EST	Clinical trial overview	11.7K	491.7K
Tue, 8 PM EST	MOA and MOD	1.3K	295.6K
Wed, 8 PM EST	Patient cases	19.9K	411.3K
Thu, 8 PM EST	Translating end points to real-life outcomes	21.7K	389.5K
Fri, 8 PM EST	Best practices in patient management	8.3K	205.3K
		62.9K	1.793M

Poll 2: What's the greatest challenge to using social?

1. Expertise and necessary skills needed for social content
2. Getting buy-in and working out the ROI and expectations
3. "Cutting through the noise"
4. Fear (being compliant and compliance)





“Digital opinion leaders”: There are only “opinion leaders” now

- Digital Opinion Leaders and traditional KOLs were two distinct groups
- However, more HCPs getting their news and having conversations on social media
 - Online HCP chats, both written and audio only formats

Clients are changing emphasis from just KOLs, to include OLs, in their scientific education strategies





Activating DOLs is a relationship building exercise

IDENTIFICATION OF DOLs

Shortlist, validate and begin to monitor on social media for insight

01

DEFINE

ENGAGE

Ad Board
Learn from, understand dynamics and start to spot opportunities

02

EMPATHISE & IDEATE

PARTNERSHIP

Align objectives.
Nurture relationship, co-create content and extend reach

03

PROTOTYPE

EXECUTION

Launch co-created content across owned and influencer channels, track performance

04

TEST

3



A sample Medical Affairs DOL engagement journey



Contract with DOL and all HCP faculty



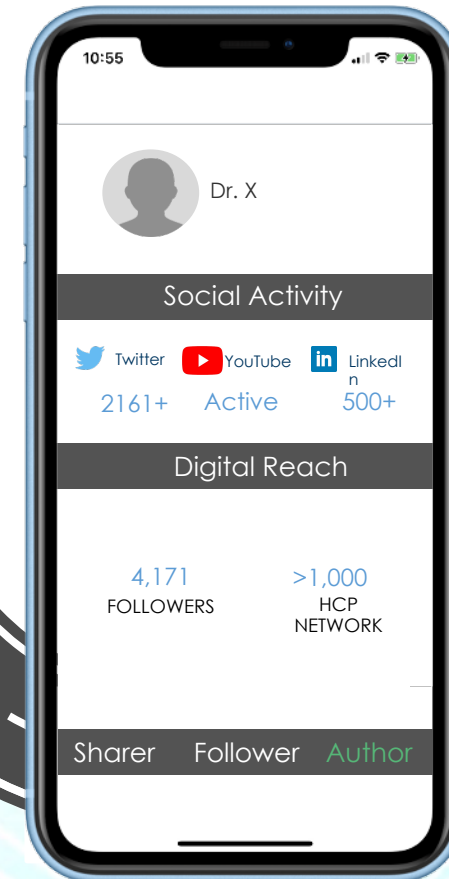
Launch content across Brand/DOL channels



Partner with DOL and client teams to co-create sponsored educational content (videos, copy)



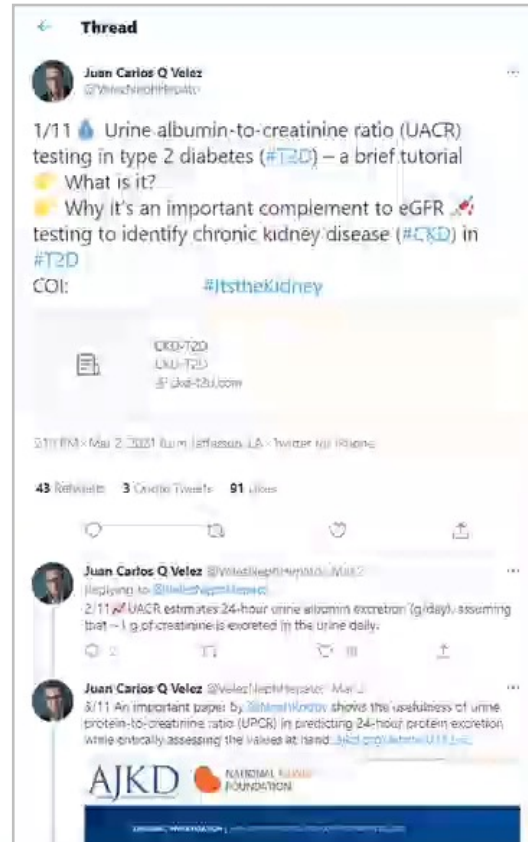
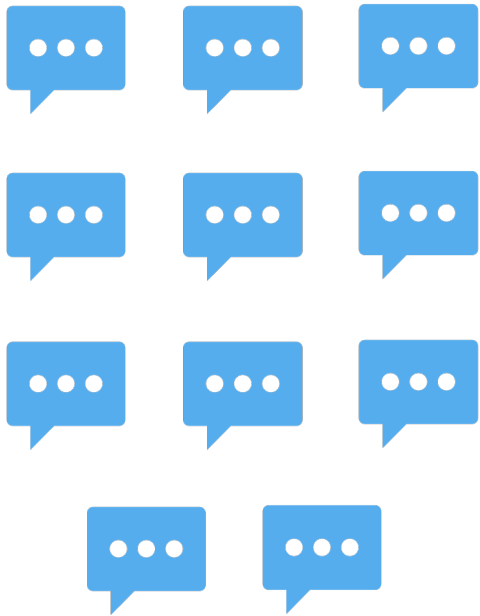
AE monitoring per client guidelines



CASE STUDY: DOLs educating on disease state using social

Disease State Awareness Tweetorial

An educational series of 11 DOL tweets



Within 24 hours

 200+ 'likes'

 46 shares

 3 quote shares

22,511
REACH

86,777
IMPACT



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#movingforward

 Translate from ...



Thoughts from the “front line”



Your strategy is incomplete without a social media strategy



Upskill and build capabilities in your organization



Meet customers where they are

Organizations must adapt too: Field Medical Social Engagement

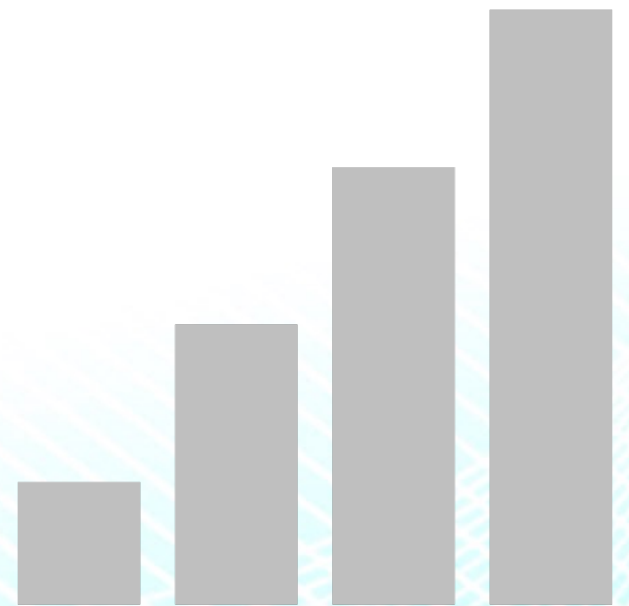


“Social Engagement” is a modern way to connect with and build relationships with customers via social media, with the goal to engage in dialogue and drive engagement

IT IS...	IT IS NOT...
A critical part of the engagement process	A replacement for the engagement process
People-first approach	Product-first approach
Organic conversations	Scheduled conversations
Always on	Interruptive
Content-based value exchange	Social marketing or social advertising

More 1-2-1 customer engagement, sharing of information and value for the HCP

Poll results



Getting going...



- Move through the journey together with internal stakeholders
- Choose partners with the right expertise and experience
- Use education and training to enable execution

- Focus on the program goals and objectives
- Build and define guardrails on content and channels
- Optimal review process needs to be considered

- Create buy-in and set benchmarks/expectations by using engagement data
- Identify your channels and content based on audience needs and behaviors

Medical Affairs & Social Media 2.0: The Evolving Model of HCP Engagement - Q&A

THANK YOU: Q&A