

Welcome!

Guide to Maximizing Your Medical Affairs Social Media Presence

Disclaimer

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Content for this presentation reflects the collective experience and opinions of the presenter. It is not intended to represent the past or current views of Pfizer.

Educational Objectives

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



Providing best practices for social media engagement



Giving insight into the process for building a social media strategy and project plan



Helping identify any compliance or practical challenges associated with social media

This discussion aims to go beyond creating a social media presence and focus on maximizing the impact of social media

Use of Social Media by Medical Audiences

Polling Question

Do you feel Medical Affairs should be playing a leading role in social media initiatives?

- a. Definitely
- b. Probably
- c. Probably not
- d. Definitely not

Social Media Is Ubiquitous and Growing



Worldwide, **>4.6 billion people** use social media¹



In 2020, US social media advertising spend reached \$43 billion, a **20% increase** from 2019²



Over **45% of HCPs** are on LinkedIn³



In 2020, spending on digital advertising in the healthcare industry will **grow by 14%** to reach \$9.5 billion⁴

1. Statista. <https://www.statista.com/statistics/617136/digital-population-worldwide>. Accessed October 6, 2021.

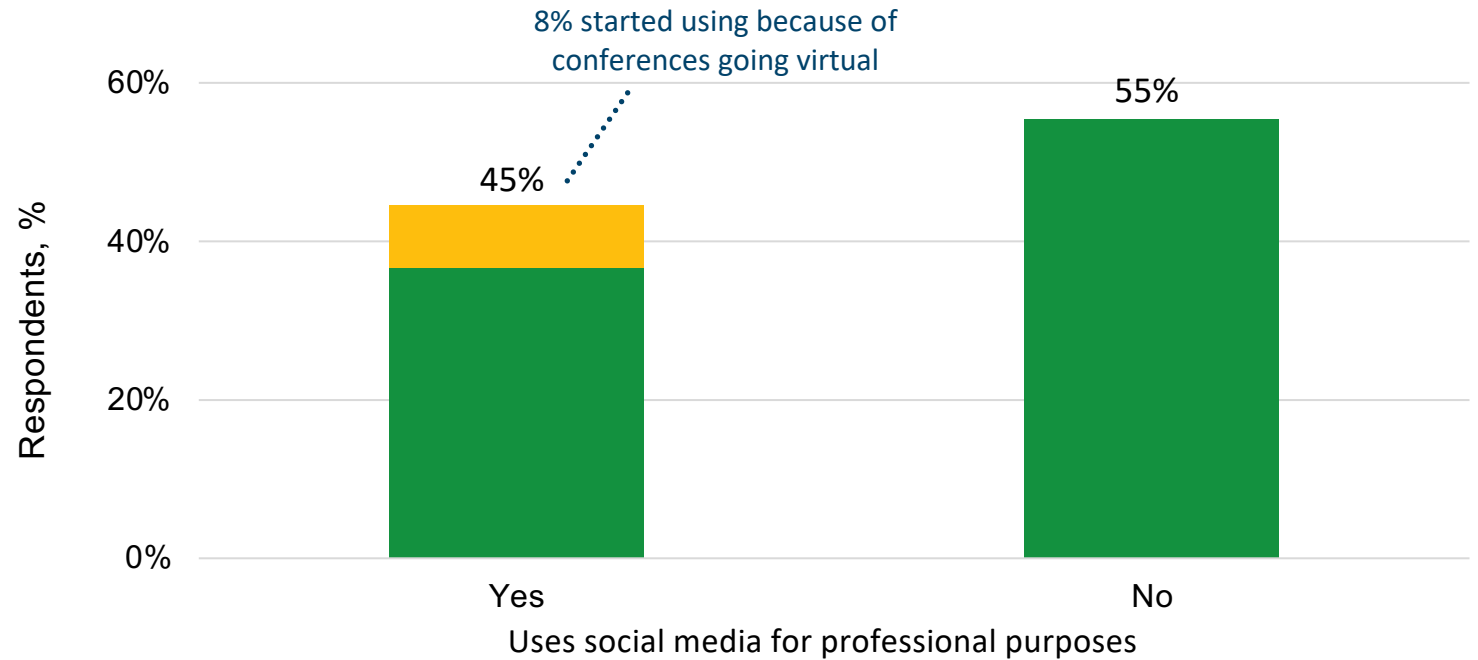
2. eMarketer. <https://www.emarketer.com/content/us-social-trends-for-2020>. Accessed October 6, 2021.

3. LinkedIn. <https://business.linkedin.com/marketing-solutions/healthcare/measuring-healthcare-marketings-worth>. Accessed October 6, 2021.

4. eMarketer. <https://www.emarketer.com/content/us-healthcare-pharma-digital-ad-spending-2020>. Accessed October 6, 2021.

Social Media Use in Oncology Is Increasing and Can Help Increase Visibility of Data

2020 survey of oncologists' use of social media
(N=101)^a



2019 study of 189 articles in the journal *Academic Medicine*¹

63%

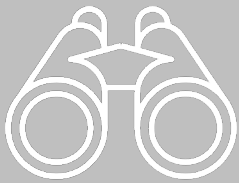
Increase in **page views** after 30 days of tweeting about an article

^aGlobal oncologists from the United States and EU5 countries were recruited to participate via the SERMO research panel in June 2020
1. Maggio et al. *PLoS One*. 2019;14:e0223992.

Making the Case for a Medical-Led Initiative

Data Dissemination Is a Pillar of Medical Affairs

Overarching goal: expand engagement of the healthcare community and address knowledge gaps as part of scientific exchange



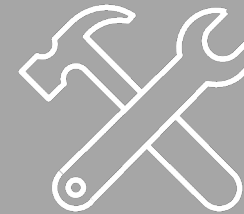
INSIGHTS AND
STRATEGY



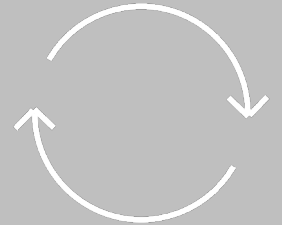
EVIDENCE
GENERATION



DATA
DISSEMINATION



GOVERNANCE
AND COMPLIANCE



INTERNAL CROSS-
FUNCTIONAL ENGAGEMENT

Evolution of Working Model and Subject Matter Expertise Are Needed to Enable Data Dissemination



DEFINE OBJECTIVES

Set priorities across cross-functional teams for medical plans



EVOLVE WHAT IS SAID

Develop plan for content to optimally convey communication points



IDENTIFY KEY AUDIENCES

Prioritize audiences on basis of information needs and preferences



DECIDE HOW TO COMMUNICATE

Select platforms and timing for data dissemination



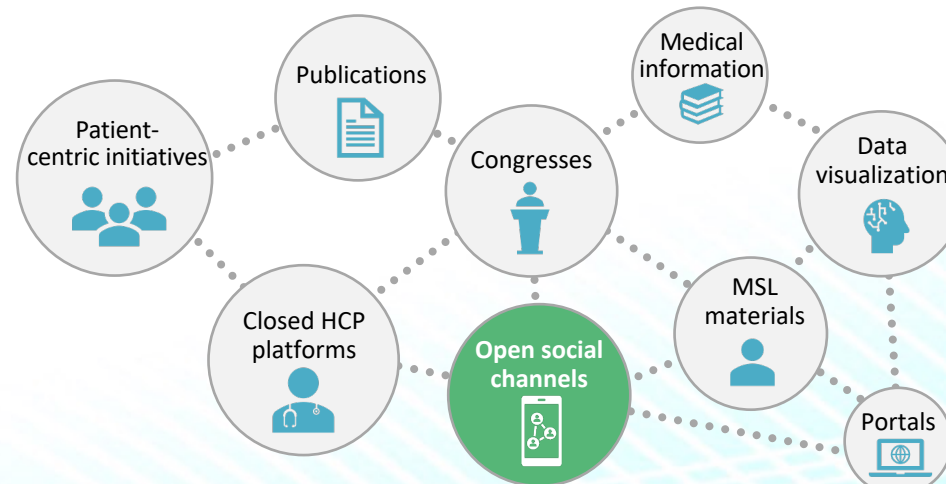
MEASURE EFFECT

Define metrics and use learnings to assess and refine

Traditional Medical Affairs Channels

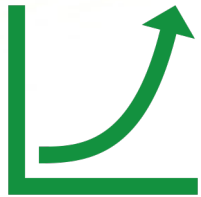


Omnichannel Approach



Why Engage on Social Media as Medical?

Open social media platforms can



Help to increase community awareness of key scientific data



Transform approaches towards omnichannel communication



Help audiences focus on what is meaningful in a sea of information overload

There are a numerous social media platforms with different audiences and qualities. Currently, there is a primary focus on Twitter, but the world is evolving

As with any new technology, there are limitations and issues that need to be overcome, such as compliance issues, misinformation, and popularity bias

Polling Question

How many times per week do you use social media (e.g., Twitter, LinkedIn) for professional purposes?

- a. >11 times per week
- b. 4-10 times per week
- c. 1-3 times per week
- d. Never

Survey Provides First Data Into Preferences of Oncologists Seeking Medical Content on Social Media

Oncologists who are active social media users **FOLLOW ACCOUNTS MOST RELEVANT TO THEM**

69%

Are more likely to follow an **ONC-specific account** than a non-specific one

54%

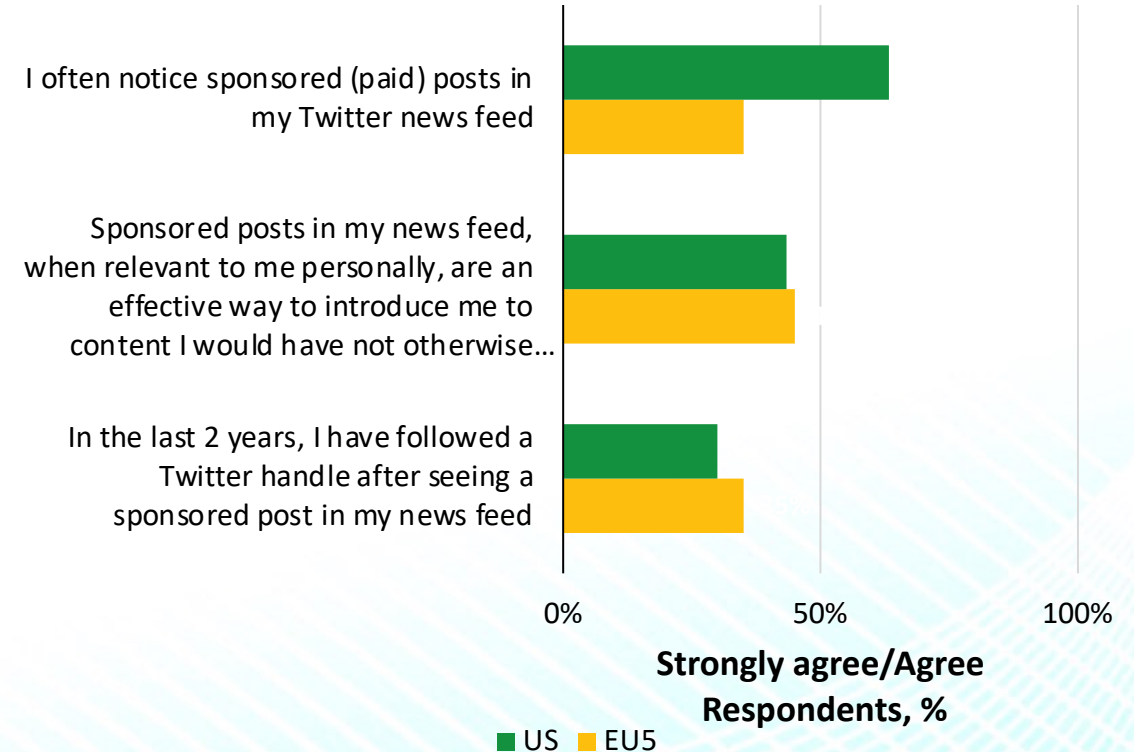
Would unfollow a pharmaceutical company handle that posts too much information unrelated to oncology

20%

US Oncologists are ~20% more likely to unfollow a company handle that posts too much content unrelated to oncology than their EU5 counterparts

SPONSORED CONTENT IS EFFECTIVE AT INTRODUCING RELEVANT CONTENT.

US oncologists are more likely to notice news feed ads than EU5 oncologists



Some Companies May Utilize Medical Affairs–Driven Social Media Profiles

Of the 12 top pharmaceutical companies reviewed...



100% had corporate social media profiles



83% had profiles for recruiting and employee retention



66% use social media for product promotion



58% had profiles that shared medical content, possibly managed by Medical Affairs teams

Based on accounts identified through a manual audit of social media.

Social Media Can Be Used to Disseminate a Variety of Types of Information

Evaluating outcomes of #breastcancer therapy in different subgroups of patients is important at Pfizer. See efficacy and safety results from a subgroup analysis of Korean patients receiving #mBC therapy, published in the Journal of Breast Cancer [bit.ly/3kjezxo](https://doi.org/10.4048/jbc.2021.24.e13)



1 2

Based on current @ACCinTouch and @American_Heart guidelines, what is the definition of HFrEF? 3/13



49 votes - Final results

1 1

Highlight journal articles and conference materials

Brief Communication
Check for updates

Palbociclib Plus Fulvestrant in Korean Patients from PALOMA-3 With Hormone Receptor-Positive/Human Epidermal Growth Factor Receptor 2-Negative Advanced Breast Cancer

Jee Hyun Kim, Soock-Ah Im, Sung Hoon Sim, Eustratios Bananis, Xin Huang

OPEN ACCESS

Received: Nov 14, 2020
Revised: Jan 20, 2021
Accepted: Jan 20, 2021

Correspondence to: Soock-Ah Im, Department of Hematology & Medical Oncology, Department of Internal Medicine, Seoul

Results: rates of NAT

Background

• AMI is the threatening malignancy most common in older adults aged 65 to 74 years.¹

• In the US, 15 940 new cases are estimated in 2020, with a median age at diagnosis of 68 years.²

• Due to the advanced age and heterogeneity of the patient population, selecting appropriate therapy presents a challenge for clinicians.³

• In patients aged ≥60 years, survival is poor, with 1-year survival rates for this population below 30%.⁴

Methods

• Studies have demonstrated that, regardless of age, patients with AMI benefit from receiving anti-neoplastic therapy, including standard intensive resective chemotherapy (IC) and non-intensive chemotherapy (NC).⁵⁻⁸

• Several non-resective therapies, including HMAs (eg, docetaxel and irinotecan), gemtuzumab, and vinorelbine are available for the treatment of patients who are not candidates for IC.⁹

• All patients with AMI receive some form of best supportive care, which may include pain medication, infection control, and nausea medication, and transfusions.¹⁰

• Historic data suggest that a high proportion of patients with AMI who are candidates for NC receive no anti-neoplastic treatment (NAT).¹¹

Objective: to assess real-world patterns of undertreatment in AMI

Interactive polling

Based on current @ACCinTouch and @American_Heart guidelines, what is the definition of HFrEF? 3/13



49 votes - Final results

Link to Medical Information

MEDICAL INFORMATION

Home Contact Us Log Out

About Us Our Medications Diseases & Conditions Resources Congress materials Search

Not a healthcare professional? Go to the patient or caregiver website.

1 ACCESS the Pfizer-BioNTech COVID-19 Vaccine Medical Information Page.

2 To interact with the Medical Information Digital Assistant click here.

Search Medical Information

Quick Finder

Convenient links to frequently asked questions.

Pfizer-BioNTech COVID-19 Vaccine page

Stability Calculator

Link to key educational sites

Immuno-Oncology

Immune Pathways I-O Biomarkers Clinical Expectations Potential of I-O Research I-O Resources

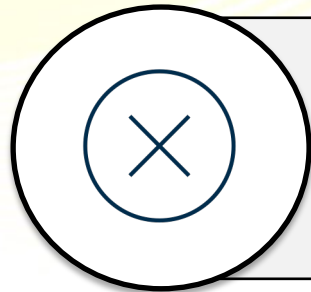
This site is intended for U.S. Healthcare Professionals only FOR PATIENTS FOLLOW US

At the Forefront of Immuno-Oncology Research

Clinical Endpoints
Learn how I-O requires a more comprehensive approach to the assessment of clinical endpoints
Learn more >

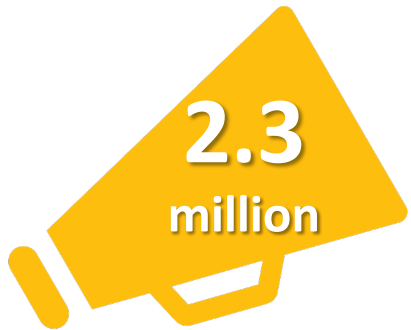
PD-1
See how PD-1 promotes T-cell exhaustion and a diminished antitumor response
Learn more >

Medical-Led Twitter Handles Are Followed and People Interact With the Content



Pharmaceutical Company X
@PharmaCompanyX

Joined September 2020



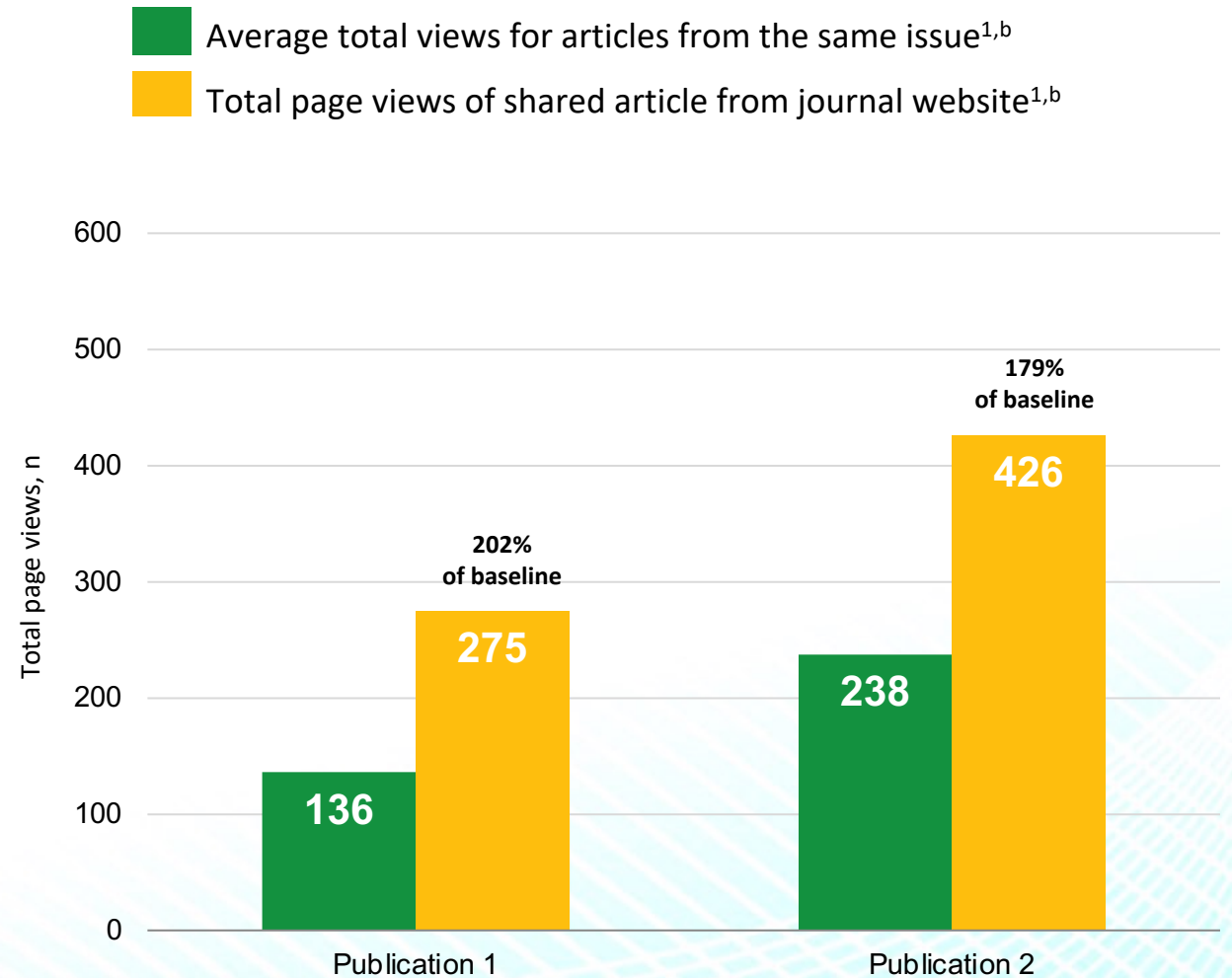
Cumulative reach^a

Sum of the number of times a post could have been seen



Total engagements per post^b

Number of likes, replies, and shares per post



^aData as of October 6, 2021. ^bFor ePubs, includes articles published online in the same journal within about 1 week of the highlighted article.

^bFor articles with available article-level page view metrics.

1. Chari et al. Presented at 17th Annual Meeting of ISMPP. 2021.

Social media will continue to be a major source of information for the healthcare community

Its important for Medical Affairs to understand social media and consider utilizing it



Data dissemination is a key pillar of Medical Affairs and is evolving to include new channels



Social media is increasingly being used by HCPs to help inform their clinical decision-making



Use of medical-led social media accounts can lead to increased views of and engagement with key data



Limitations of social media include:

- Misinformation online
- Lack of desire to follow corporate accounts
- Need for clarity on roles and responsibilities for Medical Affairs versus other functions

How Do You Create a Medical Affairs Social Media Strategy?



LANDSCAPE ANALYSIS

Determines how your competitors use social media and how your audience interacts with content



PROJECT PLAN AND PROCESS

Defines campaign framework, editorial calendar planning, standard responses, and funnel for content creation and approval



COMPLIANCE CONSIDERATIONS

Packages FDA guidelines with proposed SOPs and example content to gain MLR alignment



ONGOING OPTIMIZATIONS

Aligns measurable data with key objectives and plans for future expansion

Take time to gain internal alignment and solidify processes before launch

Landscape Analysis

Landscape Mapping Identifies Areas of Opportunity



Crystallize objectives



Define critical information to scope



Conduct targeted research for full external review



Identify opportunities and challenges



Draft SWOT analysis

Leveraging Social Listening for Landscape Analysis



EVENT-DRIVEN SOCIAL LISTENING

Determines the overall perceptions and topics of discussion around specific events (eg, key conference presentation)



CONTINUOUS SOCIAL LISTENING

Identifies key topics of discussion over a given time window and how perceptions are changing over time



OL-TARGETED SOCIAL LISTENING

Identifies what known OLs are saying on social media in general or on a certain topic



DOL IDENTIFICATION

Determines who is driving the conversation around a drug or therapeutic area on social media

Always assess channel relevance for a specific audience before conducting any social listening analyses

Target Audience Profiling

Develop Personas for Key Audiences

Treaters
Referrers
Key OLs
DOLs
Institutional research
decision-makers



Dr Janet Smith

- Aged 35 y
- Female
- Married with 1 child
- Multispecialty practice in suburban town
- On the board of a local professional association
- Late adopter of new medications



PAIN POINTS

- Without easy access to colleagues, Dr Smith must rely heavily on digital resources to stay abreast of the latest science in treating various tumor types
- Not being affiliated with a major academic center limits access to paywalled content such as the latest journal articles or medical portals (e.g., UpToDate)



INFORMATION-SEEKING PREFERENCES

Desktop Usage



Mobile Device Usage



Top Websites Used
CancerTherapyAdvisor.com
OncLive.com



JANET'S TYPICAL DAY

- Sees 5-10 patients across a variety of tumor types
- Relies on pharmaceutical sales reps for samples and information
- Spends 2 h/d in EHR system reviewing patient data
- Active on social media, including Twitter and Sermo

Gain Insights Directly From DOLs on Dissemination Through Social Media

Objective

To gain insight from DOLs on best practices for disseminating information via open social media channels (e.g., medical Twitter handle)

Potential solution

Facilitate an advisory board with ~10 to 20 DOLs to gain insight on best practices for disseminating information via open social media and guidance on the best places to engage DOLs in other settings



Concept Creation

Global Social Media Campaign Begins With Overarching Narrative



Consistent, deliberate messaging **builds your brand**

Purposefully **drive the conversation**

Focus your engagement to have a **bigger impact** and save resources

Remain **relevant** to your customers

Build **trust and reputation**

Global Narrative Sets Foundation for Engagement Plans

Global Narrative

1

Global Medical Affairs Strategy

2

Global Medical Affairs Social
Media Campaign

3

Social Media
Engagement Plans

4

Initial Strategy and Guiding Principles

Strategic framework working session



Identify opportunity



Define goal and measurable objectives



Define audiences and provide each with key messages



Align voice/tone and style guide with other channels

Project Plan and Process



Campaign framework and profile creation

- Define the opportunity and audience
- Set campaign goals and objectives
- Define resourcing and support
 - Internal partners and roles
 - Agency partners and roles
- **Initial setup of profile**
 - **Creative (images) and bio**
 - **SOP for responses**
 - **Community guidelines**
 - **Develop FAQs catalog with draft responses**



Engagement plan and editorial calendar

- Create a quarter-by-quarter timeline of
 - Engagement opportunities (events)
 - Content opportunities (themes)
- Collaborate with corporate affairs for resourcing purposes
- **Share with MLR for conceptual review**



Content creation and approval process

- Create content monthly or quarterly
 - Copy, images, multimedia
- Define intake process for content
- **Submit for MLR approval**



Deployment and measurement

- Coordinate final content handoff and scheduling requests
- Coordinate future live sharing opportunities
 - **Discuss conference live sharing plan with MLR— propose conference playbook to include preapproved tweets and images/videos**
- Align metrics dashboard with initial objectives

Content Creation and Curation

Engagement Plans Feed Into Editorial Calendar



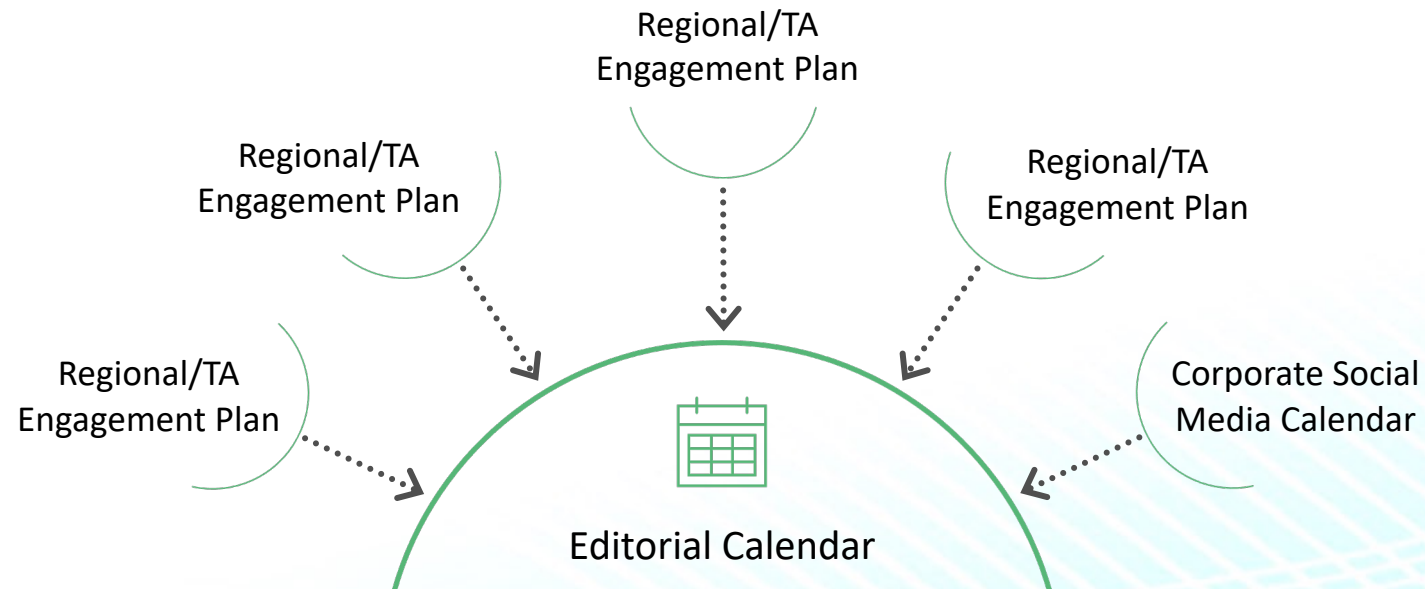
Compile quarterly editorial calendar

- Define format, preferably flexible/editable and accessible
- Inputs from across various therapeutic areas
- Publications, conferences, “days,” etc



Content planning

- Define a cadence for number of posts per month, submitted for medical review in quarterly batches
- Content and creative assets can include a variety of formats
 - Custom/Stock images, animated GIFs, short video clips, infographics, visual abstracts, polls



Creating Engagement Plans



Content opportunity



Relevant stakeholders—supporters or detractors?



Relevant events



Timeline

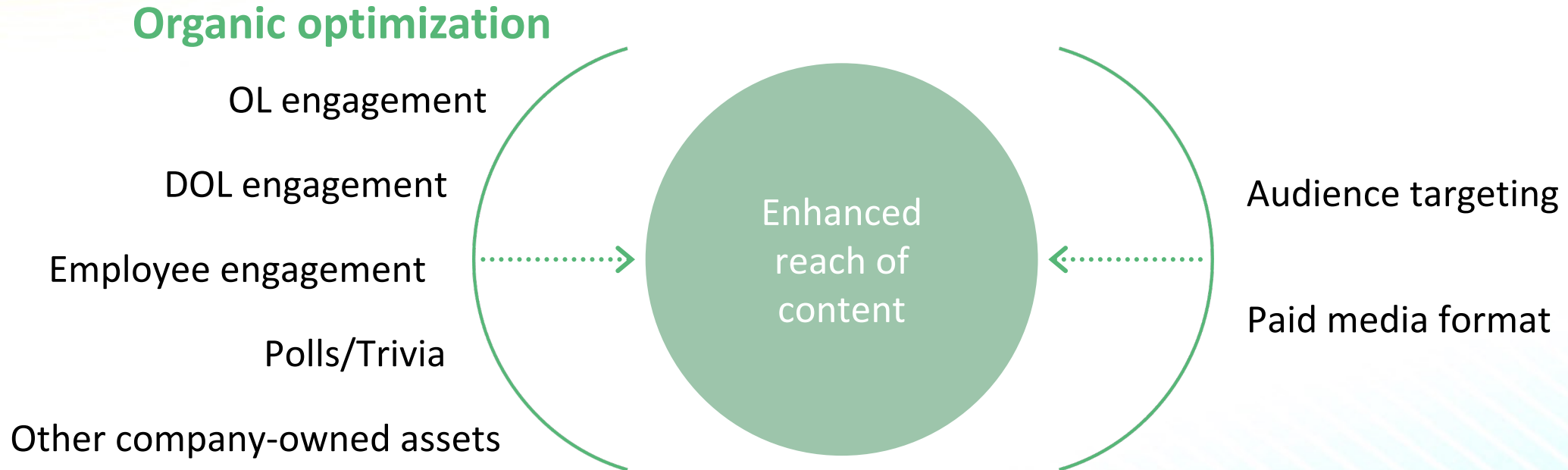


KPIs and relevant metrics

Content Optimization

Approaches to Enhance Audience Reach

Paid Media



Driving Awareness



Consistent



Timely



Visible

Content Consumption



Be Persuasive



Use Relevant Keywords



First Impressions Matter



Learn from Data

Community/Channel Management

Review Process Considerations

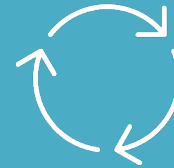


Familiarize team with FDA guidelines and relevant social media policy considerations



Define review guidance for individual posts

- Agree on appropriate cadence for reviews
- SOP for any ad hoc requests
- Test and refine deployment times across platforms



Develop SOP for publishing content

- Test and refine deployment times across platforms



Develop clear response strategy

- Monitor content
- Identify which types of content will/will not necessitate responses
- Draft a catalog of presumed frequent questions and comments
 - Draft preplanned responses
 - Customer care and medical information plan to include sources for users to contact with questions or concerns

Analytics and Reporting

Metrics and Analytics Continually Guide Optimization of Social Media Campaign

KEY OBJECTIVES

Elevating visibility of important medical content

Providing content in a manner aligned with values and how audiences want to receive the information

Engaging in meaningful scientific dialogue

PRIMARY KPIs

Dialogue rate (replies/post)

Amplification rate (shares/post)

Appreciation rate (likes/post)



ONGOING
Tactical
performance



QUARTERLY
Campaign
performance



ANNUAL
Performance against
annual goals

Takeaway Messages for Success



Research your audience to identify the optimal platforms to use



Know what your competitors are doing



Monitor conversations that are relevant to your industry



Establish a voice and tone



Build a relationship with your followers



Choose the right time and amount to post



Do not repost the same content across various platforms



Respond to people promptly, if appropriate



Measure often and optimize just as often

Thank you!

Questions?