

Digital Opinion Leaders Compliant Listening & Engaging

Presented by the MAPS Digital FAWG & MAPS Compliance FAWG

Presenters



Richard Kemper

Global Medical
Omnichannel Head General
Medicines

Sanofi
Netherlands



Stacey Gorski

Head, US Medical
Excellence

AstraZeneca
United States



Jessica Santos

Global Compliance and
Quality Director, DPO

Cerner Enviza, an Oracle
Company
United Kingdom

Educational Objectives

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

Creating awareness on challenges & solutions when listening to and interacting with DOLs

Digital Opinion Leaders

Definition for the purpose of this Webinar

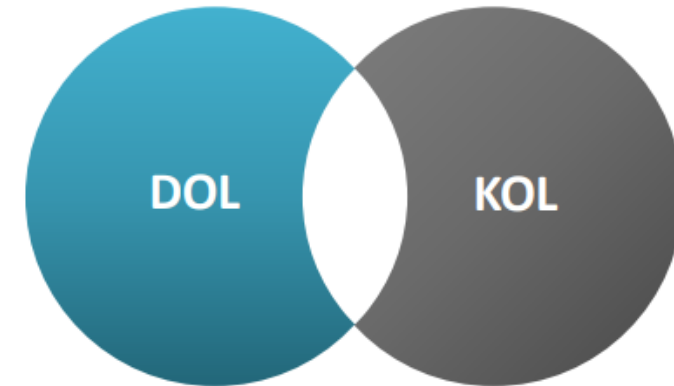
DOLs & KOLs

eC^oademy
Webinar Series

The ABCs of DOLs (Digital Opinion Leaders)
Identification, Monitoring, and Engagement

— Medical Affairs Professional Society | 2019

NOT YOUR TYPICAL KOL



There is overlap between DOLs and KOLs,
but each group is unique

Digital Opinion Leaders – broad definition

- **Many definitions exists, example**

“DOLs are influential members of an online community to whom others turn for advice, opinions and information. Their influence flows from their reach within a community (how many followers they have), their resonance (how much their content is shared) and their relevance (how relevant their content is to a particular objective)”*

Individuals**

Health Care Professionals
Patients
Social Opinion Leaders (celebrities, journalists, authors, healthcare bloggers etc)
Public Health Officials
Academic Society Figures

Organizations**

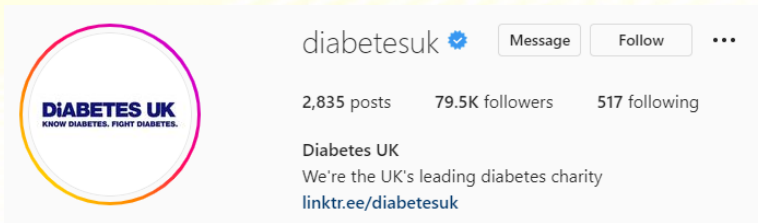
Academic Societies / congresses
Patient Advocacy Groups
Publishers (scientific journals etc)
Governmental agencies
Healthcare Centres (Hospitals, other)
Healthcare Companies (Payors / Insurers, etc)


* <https://www.pharmaceuticalcommerce.com/view/defining-digital-opinion-leaders-dols-healthcare>

** not exhaustive

Why listen to DOLs? Some examples

Patient organization



diabetesuk  Message Follow ...


2,835 posts 79.5K followers 517 following

Diabetes UK
We're the UK's leading diabetes charity
linktr.ee/diabetesuk

Sharing information and guidelines

Governmental agency



NICE  @NICEComms ...

Diabetes UK predict if nothing changes, 5.5 million people will have diabetes in the UK by 2030. 90% of people with diabetes have type 2 diabetes. Find out about our recommendations on type 2 diabetes: nice.org.uk/guidance/ng28 #diabetesweek #type2diabetes #NICE #diabetes #insulin



More people than ever are at risk of type 2 diabetes

NICE National Institute for Health and Care Excellence



World Thrombosis Day
@thrombosisday

There is only one more day to register for the #WTDay22 webinar co-hosted by @CDC_NCBDDD! Join us at 11 a.m. (US-ET) as we discuss VTE risk assessments across the globe. Registration is FREE: bit.ly/3TyrOvj

Learning opportunities

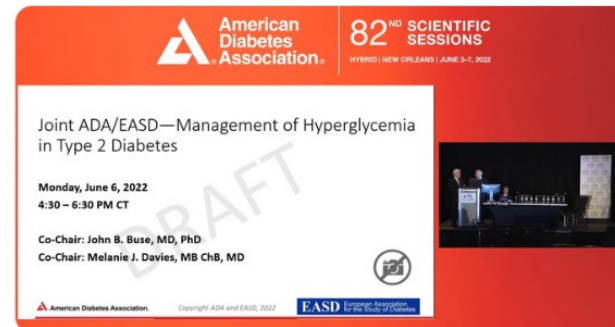
Scientific Societies & congresses



EASD
@EASDnews

Invite to interact & connect

Feedback welcome! Please review and comment on the draft ADA-EASD Management of #Hyperglycemia in #T2D consensus report. professional.diabetes.org/2022EASDconsen... Final report will be presented at #EASD2022 in Stockholm in September. Don't miss it: bit.ly/3wtc1TS



American Diabetes Association 82ND SCIENTIFIC SESSIONS
HYBRID | NEW ORLEANS | JUNE 5-7, 2022

Joint ADA/EASD—Management of Hyperglycemia in Type 2 Diabetes



Monday, June 6, 2022
4:30 – 6:30 PM CT

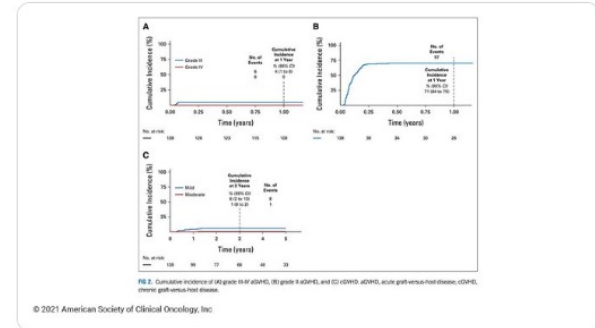
Co-Chair: John B. Buse, MD, PhD
Co-Chair: Melanie J. Davies, MB ChB, MD

ADA DiabetesPro and 6 others
8:38 AM · Jun 10, 2022 · Twitter Web App



Journal of Clinical Oncology
@JCO_ASCO · Follow

Naive T cell depletion  of stem cell grafts prevents chronic graft-versus-host disease  in patients after #StemCellTransplant #leusm fal.cn/3IHD5



Scientific Journals

Latest science

+ many individual HCPs and patients sharing insights & experiences within a therapeutic area to learn from

Scientific Share of Voice

- Scientific Share of Voice at and around congresses
 - most mentioned new studies / data
- Insights from
 - discussion on your studies
 - discussion in your therapeutic area
- Identification of new experts
- Continuous measurement

Listening to DOLs - considerations

Listening considerations:

- 3 Listening POLLS: Can you listen to this type of DOLs?

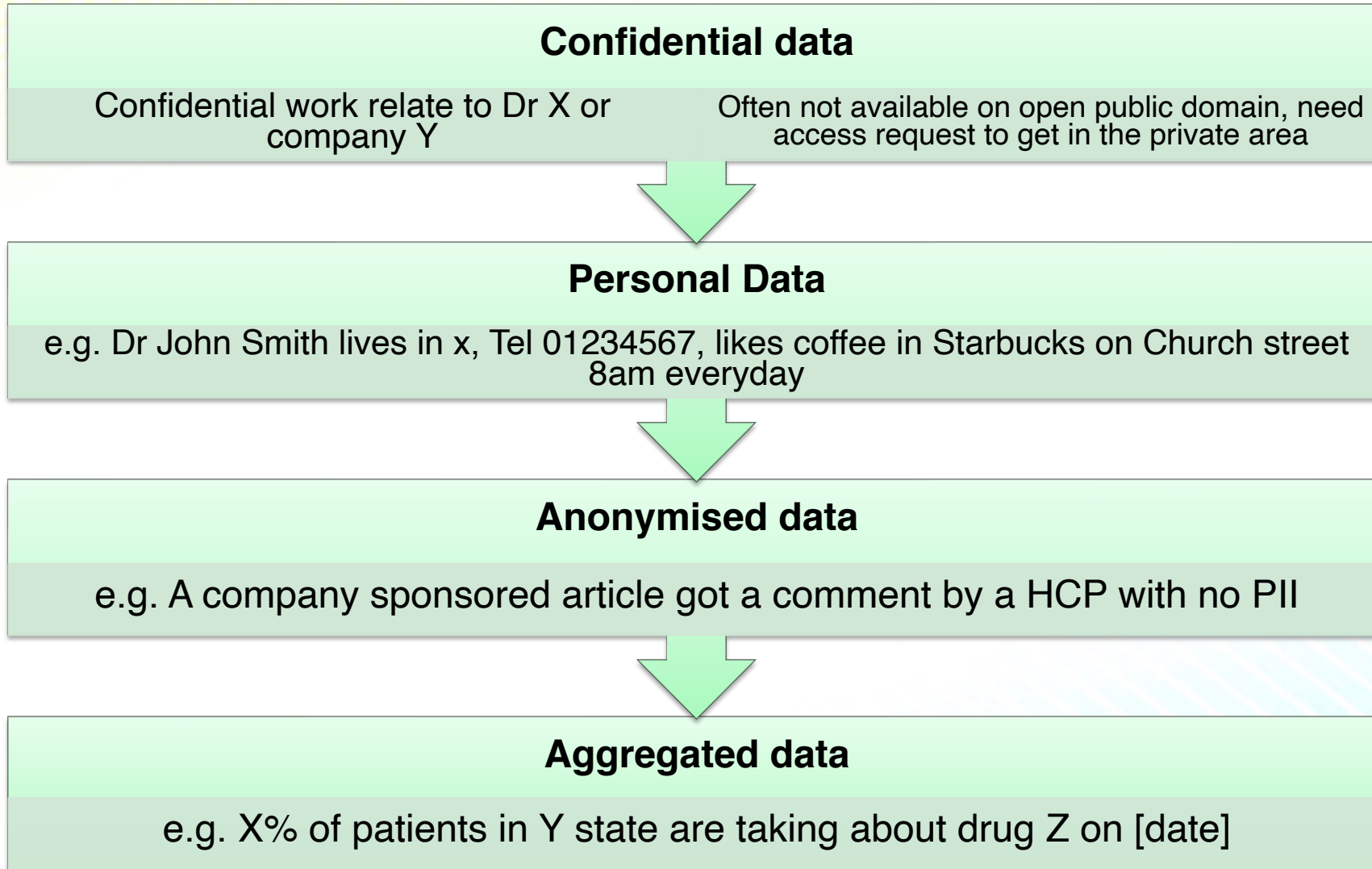
Health Care Professional (individual)

Patient (individual)

Organization

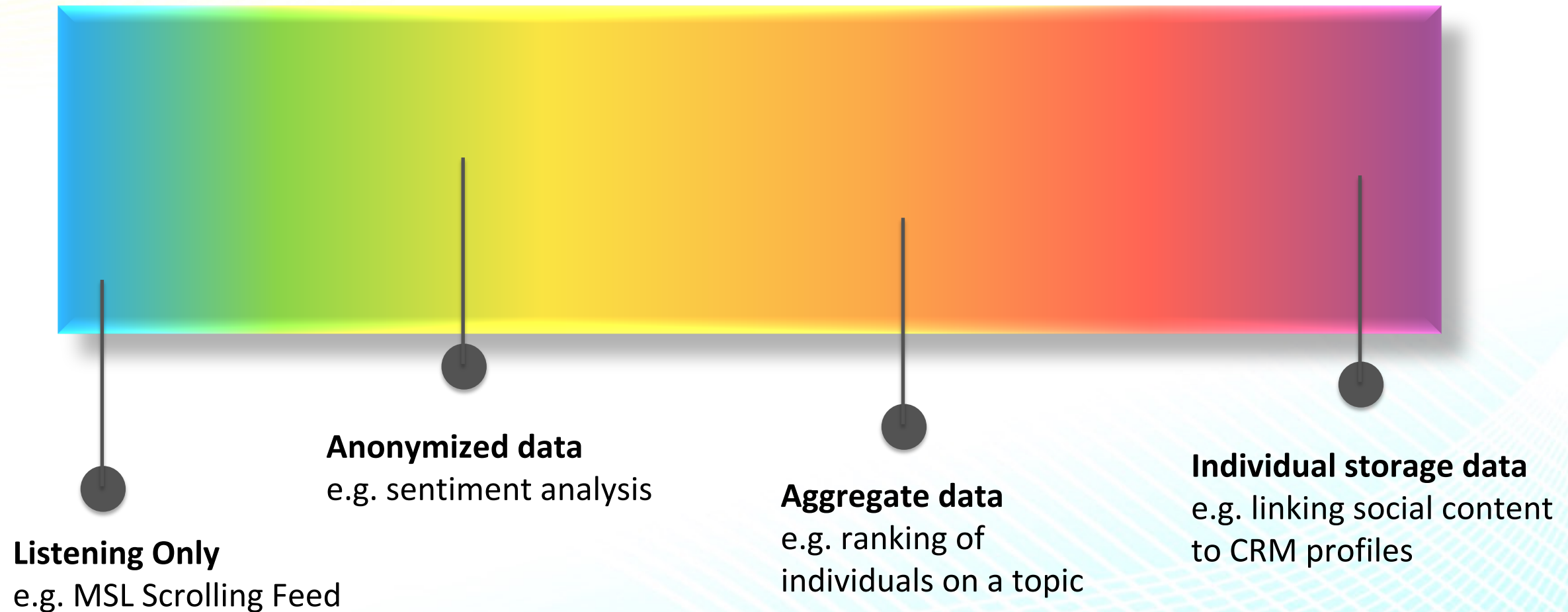
- Yes, there are no restrictions
- DOL needs to be informed they are listened to
- DOL needs to have option to opt out being listened to
- DOL must opt in before being listened to
- DOL can only be listened to if individual data is anonymized
- DOL can only be listened to if data is aggregated with other DOLs data
- DOL can not be listened to

Type of data



Listening considerations:

Least intrusive → most intrusive



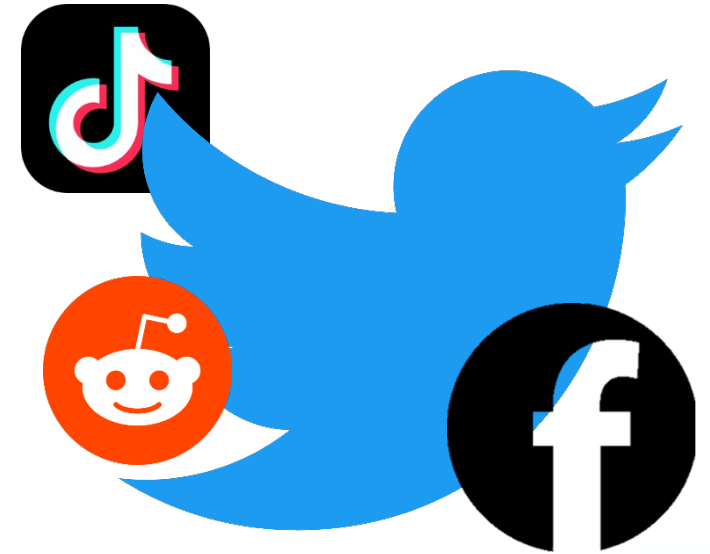
Limitations to be aware of when social listening



Demographics largely dependent on self-identification



Some tools are better than others for subgroup analyses



Over reliance on one platform

Pharmacovigilance when listening

- Pharmacovigilance principles and guidelines do not change
- Alerts:
 - Importance of ensuring all your Medical team members are aware of responsibility to report PV on social media (esp. anyone dedicated to social listening)
 - train 3rd parties that may do listening
 - Acknowledge that data may be missing / hard to follow up / able to verify
 - » inform PV department that few actions can be taken (e.g., causality assessment)

Engaging with DOs

Types of engagement

Individual Following

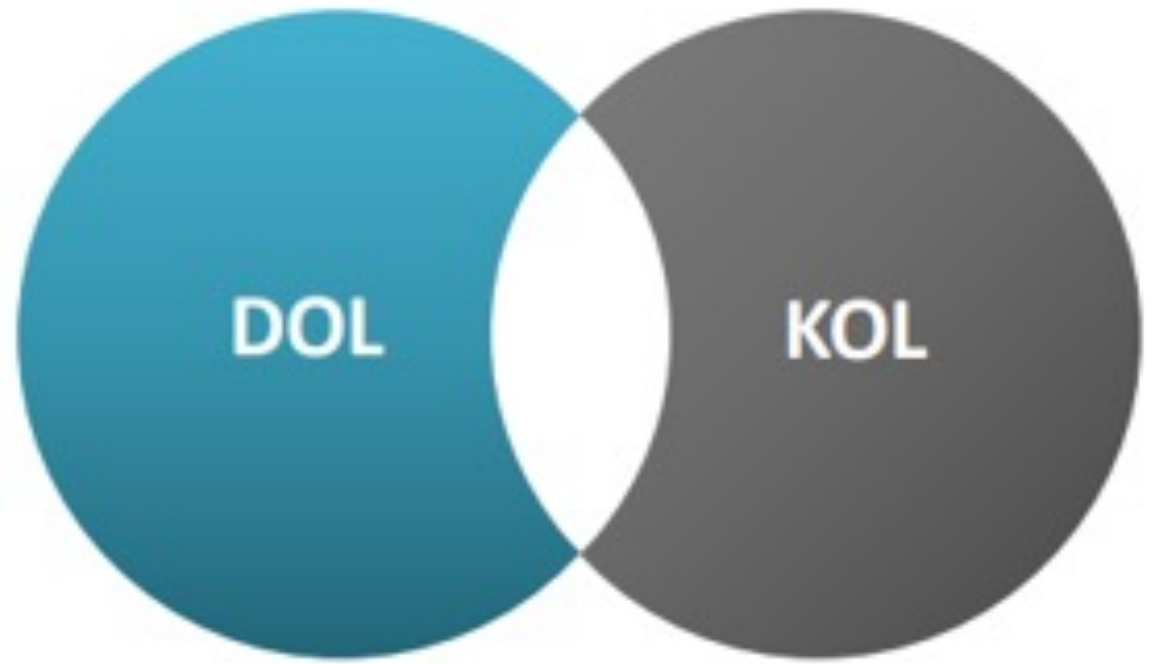
Individual Conversation

Content (co)-Creation

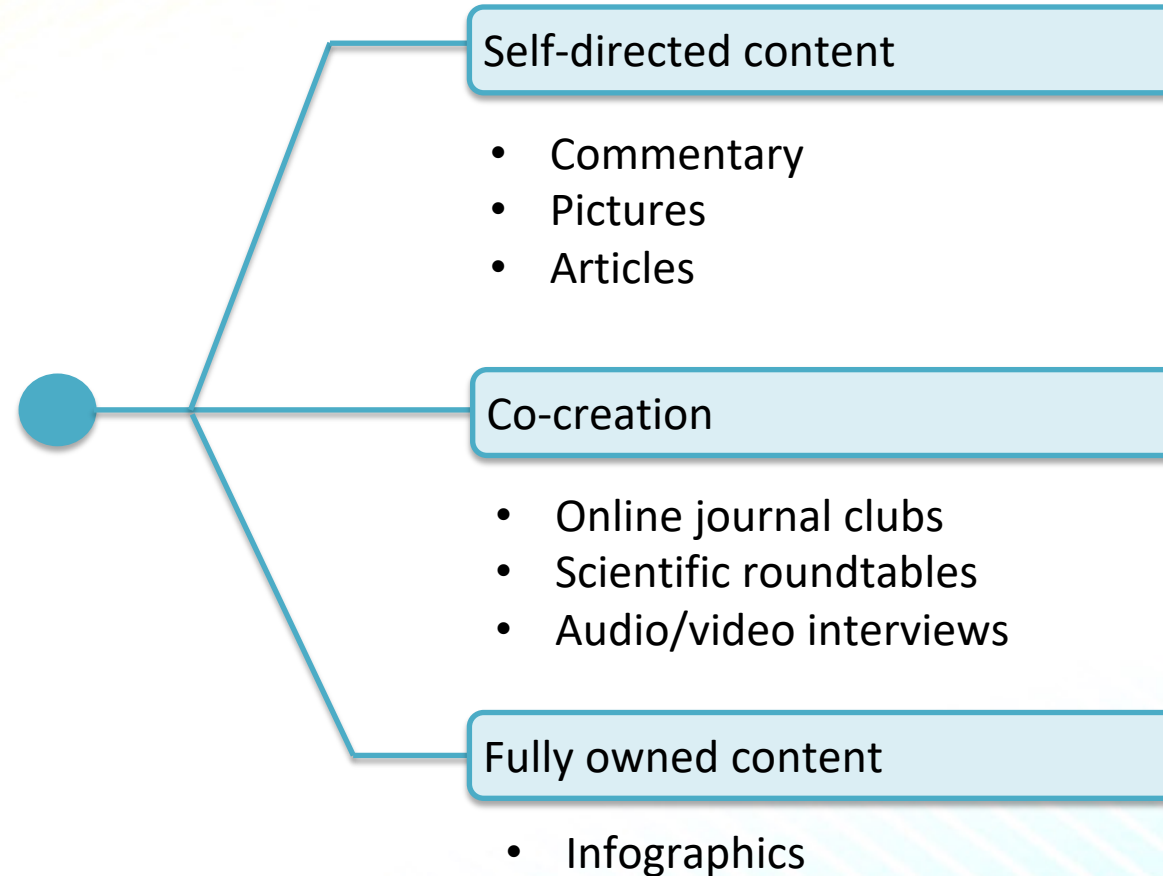
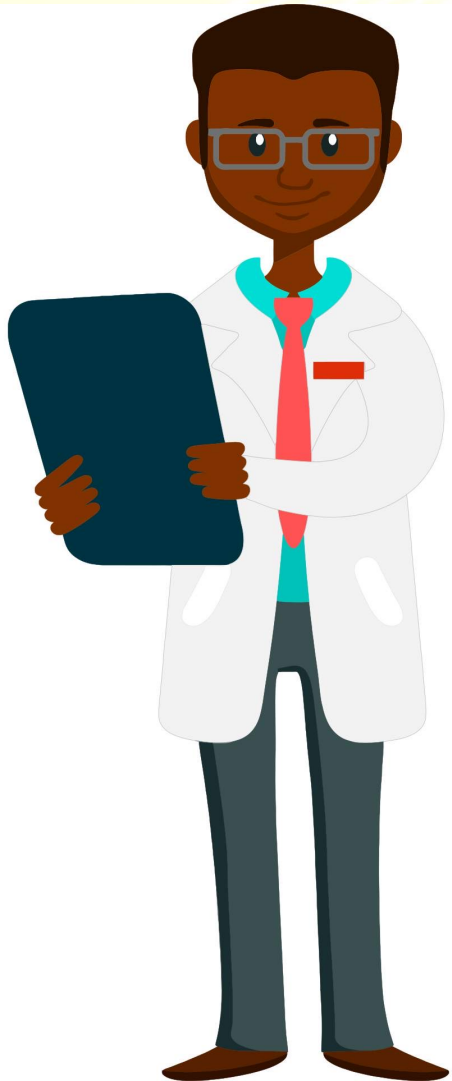
Organizational Partnering

Selection of DOLs to engage with

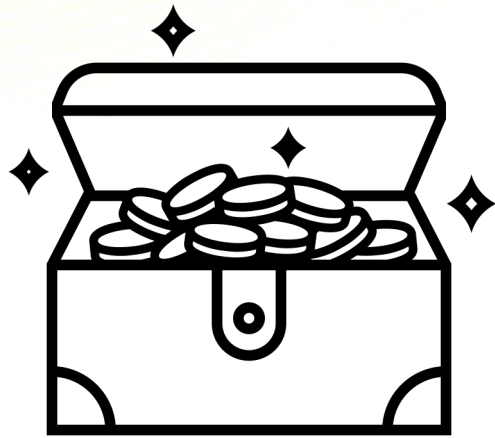
- **Strategic objective** for the engagement
- Credibility – Trustworthiness – Reputation
 - Key Opinion Leaders
- Reach & audience
- Engagement



Engaging with DOLs



Why Medical?



Treasure trove of insights
(separate from market research)



Identification of new experts
(Traditional and non-traditional KOLs)



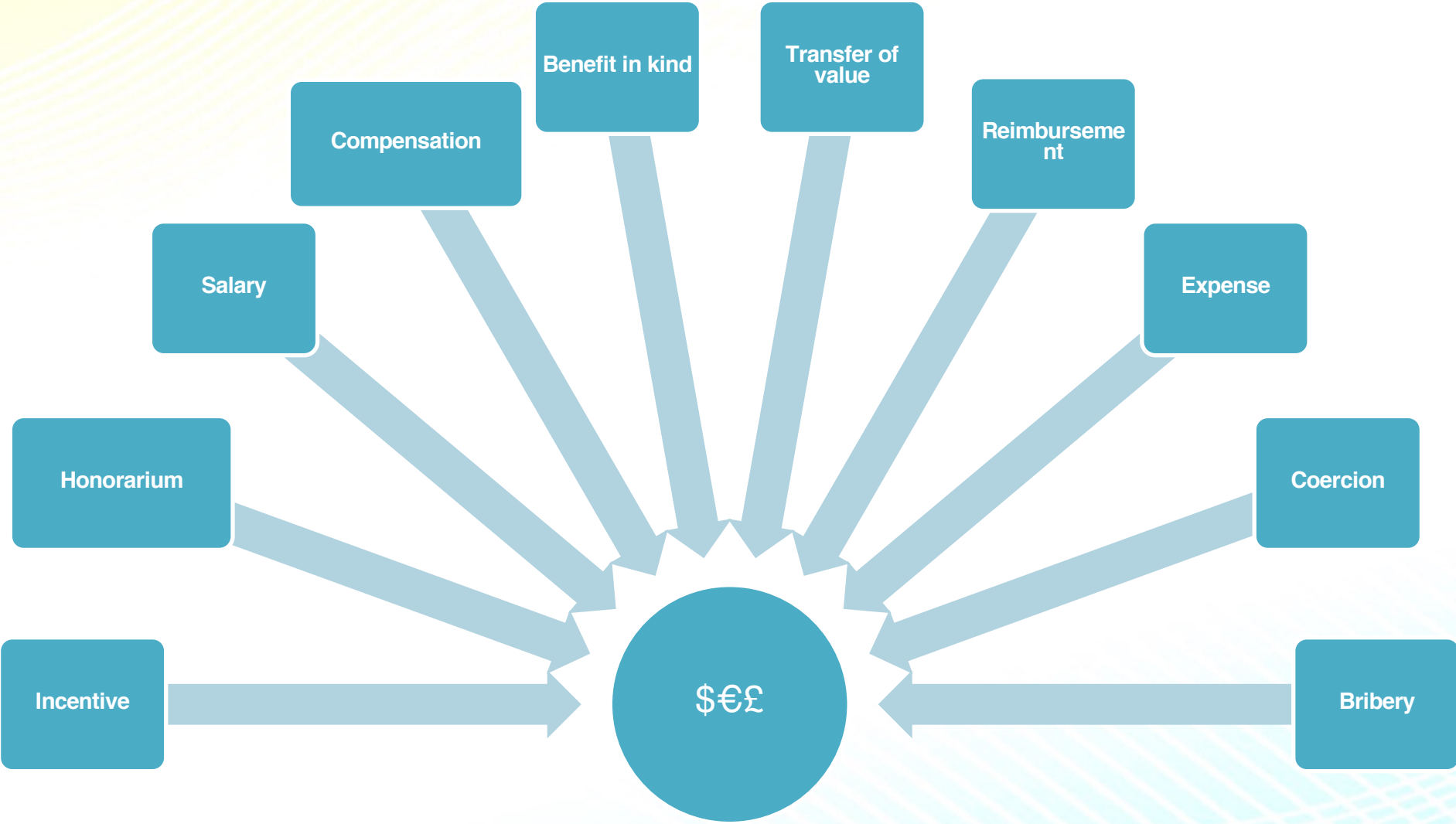
Form connections based on trusted relationships

Compliance Considerations

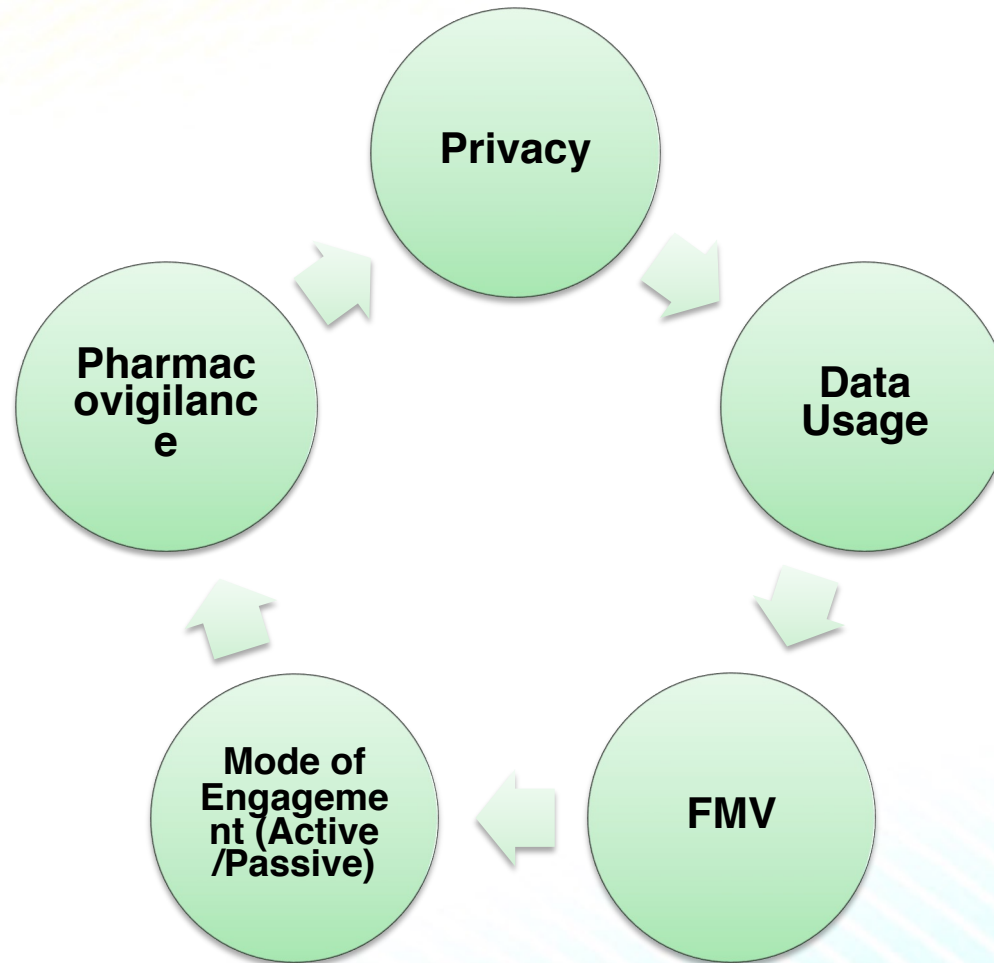
Engaging with DOLs

- ABAC (Anti-Bribery Anti-Corruption) Policy
- FMV (Fair Market Value)
- Contract /Agreement
- Nature of the payment
- Sunshine Act / EFPIA Transparency Act

Let's talk about money (FMV)



Compliance Considerations



Ultimate Compliance Challenge



Balancing risk and benefit



Q&A