

Welcome!

How To: Compliance Partnership for Novel Channel Launches

Presenters



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The faculty and planning members do not have relevant financial relationships to disclose.

Educational Objectives

This session will provide a learning opportunity for our audience by

- ① Sharing the perspective of Compliance (POV) regarding novel channels and how best to work together to achieve a common goal
- ② Highlighting opportunities to partner with Compliance that you can immediately implement

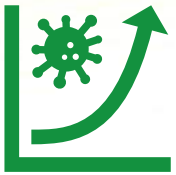
Agenda

Topic	Presenter	Time
Introductions and Objectives	Brian	2 minutes
Rapidly Changing Landscape	Cassie	5 minutes
Novel Channels in Medical Affairs	Ashwini	8 minutes
Compliance as a Strategic Partner	Jessica	10 minutes
Learning From Each Other	All	8 minutes
Q&A	All (Brian facilitator)	20 minutes
Closing	Brian	2 minutes

Rapidly Changing Landscape

Cassie Stox

Changing With the Landscape



COVID-19 forced transition to online and digital interactions; long-lasting impacts in MA



HCPs indicated preference for digital content



Physician expectations changed; flexibility of access, asynchronous interactions, ability to foster virtual relationships

Annual exposures increasing since 2019*



Social communities
Professional
(eg, Doximity, Sermo)

95x
↑13%



Mobile apps
Diagnostic tools

92x
↑21%



Reference pubs
Online/App edition

85x
↑23%



Medical journals
Digital/Website

81x
↑30%

HCP, health care professional; MA, medical affairs.

*Kantar HCP 2022 Sources & Interactions, US

Poll: What Novel Channel Types Are You *Currently* Using? (select all that apply)

- **Journal partnerships** (eg, Enhanced Publication Content, custom content development)
- **Content recommendation engines** (eg, TrendMD, QxMD, Google)
- **Personal Social** (eg, X [formerly Twitter], LinkedIn, YouTube)
- **Professional Social** (eg, Doximity, Sermo)
- **Third-party professional content publishers** (eg, Medscape, WebMD, OncLive)

Challenge: Reaching Community Oncologists

Community Oncologists' top channels used:



Top journals and Associations

offline and online

85%-65% reach



ASCO®

*Study manuscripts,
association news,
clinical information*



Professional social communities

online

51%-37% reach



*Patient cases,
collaboration, DSE,
KOL perspectives*



Disease-specific pubs, personal social

offline and online

36%-22% reach

Novel Channels in Medical Affairs

Ashwini Dhume

Solution: Reaching Community Oncologists

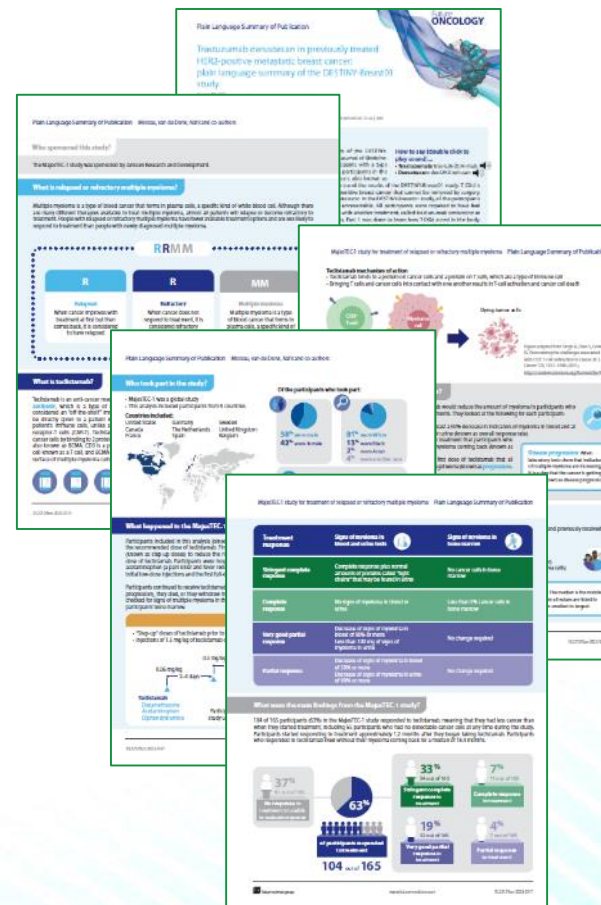
Content type

Audience needs

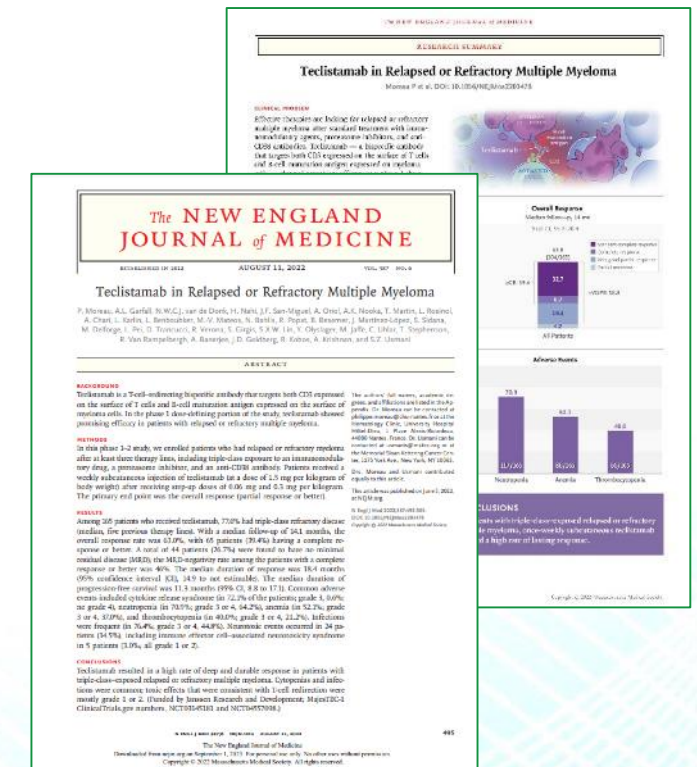
How channel is used

Novel channel
Closed physician social platform

Proposed content:
PLSP of key manuscript



Approved content:
Original NEJM manuscript



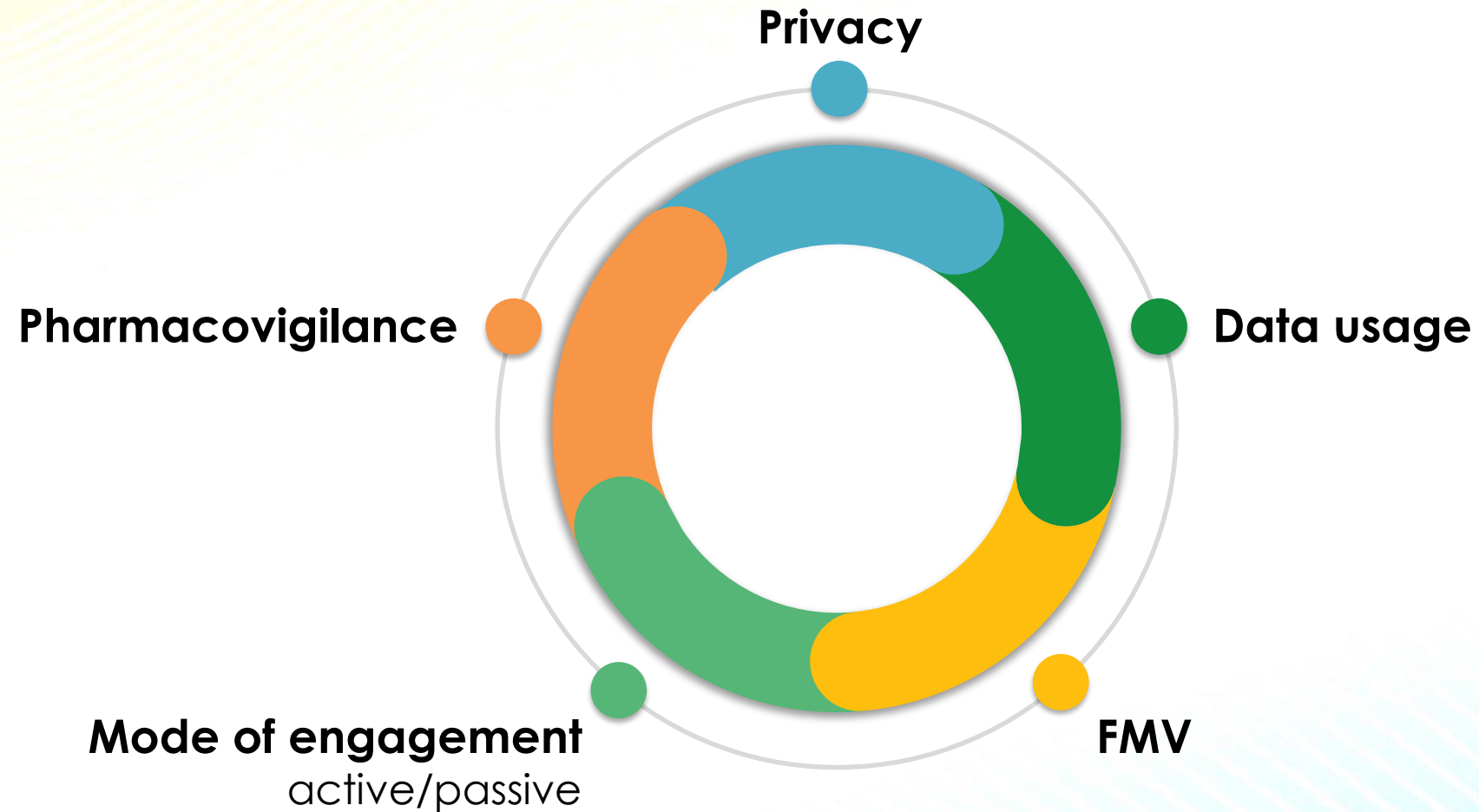
Touchpoints Through the Process



Compliance as a Strategic Partner

Jessica Santos

Compliance Considerations



Ultimate Compliance Challenge

Balancing Risk and Benefit

Learning From Each Other

All

Examples Across Pharma Medical Affairs

Owned social channels

X (formerly Twitter),
LinkedIn

Congress content,
publication enhancements,
publication amplification,
disease state information,
National Day posts

Janssen Oncology Medical Affairs

@JanssenUSOncMed

Pfizer Oncology Medical ✓

@PfizerOncMed

Novartis US Medical ✓

@NovartisUSMed

Eisai Oncology Medical ✓

@EisaiGlobalOnc

Lilly Medical US ✓

@LillyMedical

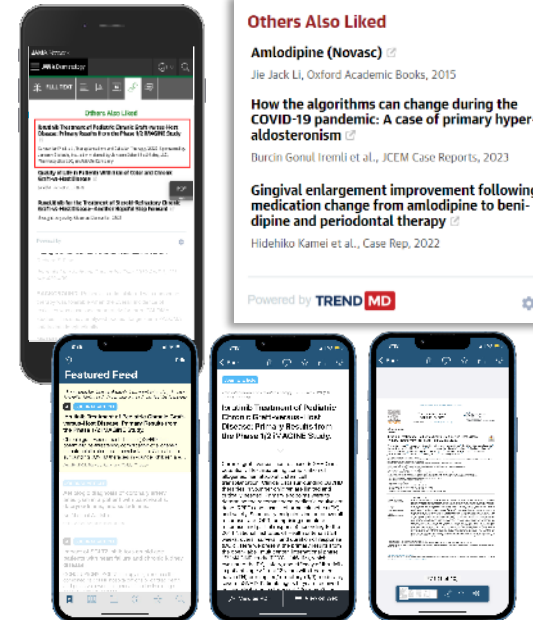
Third-party social channels

Doximity, Sermo
Publication summaries,
RWE summaries,
disease state information



Data dissemination channels

TrendMD, QxMD
Publication extension



Association/Publisher partnerships

ASCO Post (Harborside),
Medscape



Q&A

Closing

Take-homes

- 1 Every company is unique; work closely with your company to uncover the thresholds and guardrails
- 2 Approach the exercise with a common goal in mind (eg, educating HCPs while compliant)
- 3 Capture learnings along the way; document for future novel initiatives
- 4 Baby steps/start small, start early—grow together
- 5 Future successes are built from past successes