

# Social ANXIETY

► *Despite social media's ubiquity among consumers, most pharma companies are still dabbling with the various online social outlets.*

Of the 50 largest pharmaceutical companies worldwide, according to a study by the IMS Institute for Healthcare Informatics, only half are even dabbling in social media. Furthermore, only 10 of these companies are using the big three — Facebook, Twitter, and YouTube — and an even smaller number are interacting with patients in a meaningful way.

What's the #matter? Well, by all accounts companies are still fearful of the FDA and the administration's lack of clear guidance.

IMS Health's report, *Engaging Patients Through Social Media*, notes that many of the challenges facing the pharmaceutical in-


dustry's adoption of social media still include: reporting ADRs (adverse drug reaction), being able to drive new insights via big data, and understanding what constitutes acceptable communication with consumers online.

While communicating directly with consumers via social media remains a wishy-washy situation for the pharmaceutical industry, IMS analysts say many of these companies, as well as their supporting agencies, are finding enormous strategic value in analyzing social insights to: examine the impact of side effects (on an aggregate level); uncover new product ideas; identify and monitor threats to brands and categories of medicine; understand the pa-

tient experience with diseases; perform trend analysis for consumer perceptions of medications; track how patients are managing their diseases; and identify new audiences and create messaging that resonates.

According to a recent report from Cello Health Insight, *The Digital Health Debate 2015*, social media has an increasingly important role to play in doctors' peer-to-peer communications, but it is yet to take off for patient communications.

Cello Health reports that 30% of doctors globally now claim to use consumer social media to communicate with their peers. However, only 8% of doctors claim to use it to communicate with patients and pharma representatives.

Furthermore, according to the report, there is wide regional variation in social media use, which pharmaceutical companies will need to understand as they craft their strategic development. 

## EXECUTIVE VIEWPOINTS



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### UNCOVERING MEANINGFUL OPPORTUNITIES

Social listening can help identify unmet needs in market and uncover opportunities for the brand to engage with its audience in ways it hadn't thought of before. By identifying what matters to your prospective audience and current customers, brands can organically engage with their customers, instead of just marketing to them.

Brands must start by clearly defining their business objectives for social media. They then need to understand which platform(s) their audience uses and the strengths and weaknesses of each. Armed with that information, brands can determine which platforms are right for their brand and engage their audience on the appropriate platforms to meet their business objectives.



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### DEMONSTRATING IMPACT

Traditional metrics — shares, likes, favorites, etc. — aren't always the best indicators of ROI for social media. Brands need to ladder up their social initiatives to specific business goals they are trying to achieve, such as brand sentiment, increased social chatter, or socially referred brand.com traffic. Such metrics are measurable and show direct impact on the brand as a result of social media initiatives.



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### UNLOCKING INSIGHTS

Companies should leverage access to online professional communities to really unlock meaningful insight into target audiences preferences and behaviors. There are a variety of tactics to engage and understand

sentiment, including surveys, passive listening and moderated discussion boards. Online communities that are niche or narrowly defined, with members securely aligned by professional focus and treatment interests, tend to yield the most relevant and pointed perspectives. Capturing these insights will undoubtedly enable companies and brands to formulate educated solutions, strategies, messaging channels, and curated content that delivers significant value. This approach is a win-win for brands, providers, and patients.

### MEASURING RESULTS

Social media has the ability to create massive groundswell and generate interest and loyalty around core content. Applying traditional ROI equations to its impact is a bit more challenging as the standard does not yet seem to be defined. With that said, companies should move beyond one dimensional metrics like CTRs and impressions, in favor of appreciating the multichannel, multiple touch point interactions that social enables. Engagement metrics can be measured and data correlating engagement with prescribing behavior help substantiate the tactics.

## Cello Health Insights Reports Digital Channels Most Commonly Used by Doctors to Communicate:

Communicating:	with colleagues	with patients	with pharma sales reps
Phone calls	89%	84%	45%
Email	88%	48%	43%
Text	68%	30%	18%
WhatsApp	31%	15%	12%
Consumer Social media	30%	8%	8%
IM	25%	7%	5%
Skype	17%	4%	4%
WeChat	3%	1%	1%

## Top 10 Social Media Users

1. Johnson & Johnson
2. GlaxoSmithKline
3. Novo Nordisk
4. Pfizer
5. Boehringer Ingelheim
6. Novartis
7. Bayer
8. Merck & Co.
9. AstraZenca
10. UCB

Source: IMS Health

## Getting Social

Below is short list of social media conferences that might be of interest to pharmaceutical marketers.

- ▶ **Jan. 14-17, 2016, San Francisco** — Periscope Community Summit
- ▶ **Jan. 20-21, 2016, London** — Social Media in the Pharmaceutical Industry
- ▶ **Feb. 9-11, 2016, Las Vegas** — Social Media Strategies Summit
- ▶ **Feb. 10-11, 2016, Austin, Texas** — Digiday Content Marketing Summit
- ▶ **March 7-9, 2016, Las Vegas** — Intelligent Content Conference
- ▶ **April 17-19, 2016, San Diego** — Social Media Marketing World 2016

## Airtel Africa and Facebook Launch Free Basic Services in 17 African countries

**Free Basic Services is providing access to services such as health, educations, jobs, communication, and local content at no additional cost.**

To be completed by March 2016, Bharti Airtel Africa, a telecommunications service provider with operations in 17 countries across Africa, has partnered with Facebook to launch Free Basics in Africa. Free Basics is a set of basic websites and services to introduce people to the Internet and demonstrate how it adds value to their lives. The companies are providing information related to free health, education, and finance to people in developing countries so that they can make informed choices and decisions to improve their lives.

In the first phase, Free Basics will be launched in Airtel Nigeria, DRC, Gabon, and Niger followed by other Airtel Africa markets. Customers with an Airtel mobile connection will be able to access all the services that form part of Free Basics without paying extra for data charges or rental.

Commenting on the latest partnership with Facebook, Christian de Faria, M.D., CEO of Airtel Africa says: "With Africa's widest 3G network, Airtel has been at the forefront of the data revolution in Africa. We are cognizant of the power of the Internet in changing lives of communities and this partnership with Facebook will aid in bringing more people online and reduce the digital divide."

Airtel Africa has been working with Facebook since 2014 to enhance accessibility to the Internet in an affordable manner through the launch of Free Basics in Zambia, Kenya, Malawi, Ghana, Seychelles, and Rwanda.

"We are excited to continue our partnership with Airtel in bringing more people online," says Chris Daniels, VP of Internet.org. "More than 1 billion people have access to Internet.org's free basic services across Asia, Africa, and Latin America today. Our intention is to help the people in Africa access relevant basic services that will help them improve their lives and also lead to more adoption of the Internet. I am especially pleased to note that the platform encourages developers to create local content that helps customers' access services in a language they understand and also keeping them connected online."

In a recent report, the International Finance Corporation estimates that over the next decade, \$25 billion to \$30 billion in new investment will be needed to meet Africa's healthcare demand. According to KPMG, Africans live, on average, 14 years less than the average world citizen, and 21 years less than the average European. The maternal mortality and the mortality rate for children younger than 5 are more than double the world average. There are only 2.3 doctors per 1,000 people in Africa, less than one-tenth in Europe and less than half in South-East Asia.