

Social Media

SOCIAL MEDIA
TRENDS, REGS,
AND APPS

By Robin Robinson

Palio Launches Wiki for Healthcare and Pharmaceutical Apps

TREND WATCH: Use of wikis to monitor social media activity spreads to apps.



Our PharmApps wiki gives users the ability to comment, write a review, rate apps, share, and upload new apps, says Mike Myers, President of Palio.

Explosive growth of apps spurs agency to develop wiki

Healthcare companies of all types are rapidly developing their own apps to meet the demands of consumers who want digital content that is targeted directly to what they are interested in and exactly when they are interested in consuming it, says Mike Myers, president, Palio. This unprecedented growth in digital content in the pharma/healthcare space has prompted Palio to build a wiki that, by design, will grow through the input and insights of people interested in the healthcare marketplace, mobile technologies, and apps.

"We've received incredibly positive feedback on PharmApps so far," Mr. Myers says. "We also consistently receive recommendations for apps from a range of people associated with the healthcare industry."

Palio's PharmApps wiki aggregates pharma and healthcare apps. The wiki gives users the ability to comment, write a review, rate apps, share, and upload new apps. The apps are categorized to enable users to sift through this ever-growing resource. The site will continue to evolve over time to address ongoing feedback, new developments, and collective learning along the way.

Each week, the agency features recent apps in more detail on the site.

"The site is focused on being a resource for anyone interested in apps in healthcare," Mr. Myers says. "We're committed to updating and enhancing the site to ensure it provides the best information possible. Suggestions are welcome."

▼ For more information, visit pharmapps.com or follow @PharmApps on Twitter.

FDA Enters 2012 With Updated Website, Blog, and Guidance

Shortly after issuing its "Guidance for Industry Responding to Unsolicited Requests for Off-Label Information About Prescription Drugs and Medical Devices," which by the way does not include over-

all social media guidance, the agency launched a revamped version of its website and started a new blog called FDA Voice.

The 15-page proposed guidance was a disappointment to healthcare marketers, as it only addresses how the industry should respond to consumers seeking off-label information for a drug via social media channels.

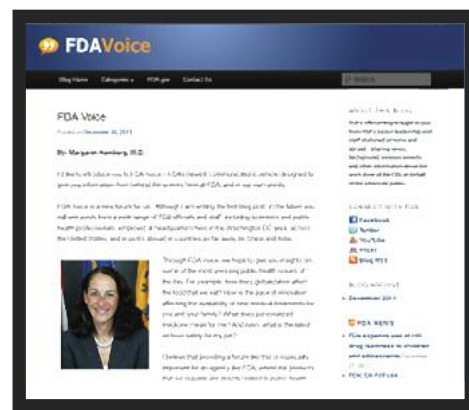
TECH CHECK APPS / VIDEOS

Apps...



VICKS MAKES A VIRTUAL HOUSECALL

Vicks has teamed up with Possible Worldwide to create a Facebook app that allows users to send a virtual gift box to cheer up a friend who is under the weather due to a cough, cold, or flu. Since Facebook status updates and tweets during the flu season often reflect users' health, this app is designed to show that someone cares and wishes them a speedy recovery. The Vicks Feel Better Friend application allows users to



If finalized, the rule would allow pharmaceutical and medical device companies to provide only fair, nonpromotional information to questions posed over social media.

Furthermore, the communication does not have to follow the strict requirements of direct-to-consumer advertising.

(To read the recent guidance, please visit fda.gov and search for newly added guidance documents.)

Several reports quote FDA spokeswoman Karen Mahoney as saying this is just the first of many planned guidances to come that respond to testimony and comments from the Part 15 public hearing that the FDA held in November 2009.

▼ For more information, visit fda.gov and blogs.fda.gov/fdavoices/

send funny YouTube videos, photos, virtual plush toys, and personalized messages.

▼ For more information, visit possibleworldwide.com/case-studies/vicks-feel-better-friend-facebook-app/.

JOURNAL WEB APP SIMPLIFIES SCIENTIFIC RESEARCH AND MEDICAL MARKETING

Reprints Desk Inc., a Derycz Scientific company, has launched Bibliogo, a journal article Web app that helps users do more with scientific papers. De-



signed to meet enterprise security and privacy needs, Bibliogo optimizes alerting, curation, access, and collaboration around scientific papers. According to the company, the concept behind Bibliogo is simple: follow multiple journals and searches all in one place; remix articles you like into bibliographies; and share bibliographies with others.

▼ To download, visit bibliogo.com.

Videos...

PHRMA USES YOUTUBE TO CREATE AWARENESS OF ALZHEIMER'S DISEASE

PhRMA has produced a touching video series highlighting the impact Alzheimer's disease has on patients, caregivers, and the U.S. healthcare system. PhRMA will contribute a dollar, up to \$5,000, for every Facebook "like" of its video featuring caretaker, Sabina Shalom and her husband Mark to the National Alliance for Caregiving.

Also part of the series is a video featuring Dr. Jan Lundberg, executive VP, science and technology, and president, of Lilly Research Laboratories, who discusses his personal mission to find an in-

novative Alzheimer's treatment before losing his mother to the disease.

"This call to action is helping raise funds and awareness of the impact Alzheimer's has on millions," says John Castellani, president and CEO of PhRMA.

▼ To upload video series, visit: youtube.com/user/PhRMAPress?feature=watchyoutube.com/watch?v=YE6W89h77H0



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