

By Robin Robinson

Nontraditional Players Get Into the Healthcare Game

TREND WATCH: IBM bids big in healthcare improvement category with a slate of initiatives that are part of its Smarter Healthcare plan. In the first quarter of the year, IBM introduces Watson, social media marketing tools, and a first-ever EHR program.



IBM's Watson: "Alex, I'll Take Medicine for \$500 Please"

Back in February, IBM's computing system Watson was one of the challengers on Jeapardy! and beat the show's two most successful contestants with a two-day tournament total of more than \$70,000, \$50,000 more than the two challenging contestants' winnings. IBM has since turned Watson's attention toward medicine, with a collaboration with Columbia University and the University of Maryland, along with Nuance Communications, that will result in the creation of a physician's assistant service to allow doctors to query a Watson-like assistant. The New York Times reported that the new service could be available as soon as the end of 2012.

In other news, IBM recently launched cloud-

pharma marketers, but

there are ways to manage it

that can ensure that a page

is both compliant with regu-

lations and useful to visi-

tors," Mr. Richman says. "It's

important to understand

based software designed to help marketers gain real-time, actionable insight from social media channels. The two software programs can be used to develop faster, more precise social media marketing efforts that support a brand's total online presence through a cloud-based delivery model.

And last but not least, IBM has gone live with an electronic healthcare records system for the province of Manitoba, Canada, providing clinicians with access to their patients' lab results, dispensed drug records, and immunization histories, all in a matter of seconds. EChart Manitoba, the first province-wide EHR system in Canada, enables the secure sharing of information about a patient's health to authorized healthcare professionals across the province. With a single secure logon from any computer, doctors, nurses, and other authorized healthcare workers can quickly search more than 30 million records for comprehensive data on their patients.

For more information, visit ibm.com or download YouTube video

http://www.ibm.com/smarterplanet/us/en/heal thcare_solutions/ideas/index.html?lnk=ibmhpcs2/smarterplanet/healthcare, or visit IBM's Healthcare YouTube channel http://www.youtube.com/ibmhealthcare.

Facebook Made Easier for Brands

Facebook's new homepage makes it even easier to create content and receive real-time updates and gives more control over who and what is seen in the stream and on the wall by offering new filters.

Some of these changes can be a boon for pharmaceutical brands that want to be on Facebook, says

Jonathan Richman, author of the Dose of Digital pharma marketing blog and director of strategic planning for Bridge Worldwide.

"Facebook can present a lot of challenges for



Jonathan Richman Jonethan Richman Lipit the technical details about how the platform works. Some companies don't invest enough time in this area, which can lead to concepts being rejected by legal and regulatory teams

or problems later once the page is launched."

Mr. Richman discusses some of the more significant changes that will benefit pharma's efforts on Facebook, for example, a potential way to premoderate every user comment left on a page. By using the Moderation Blocklist tool, site managers can "premoderate" posts before they are published to the wall. The tool wasn't originally designed for this purpose, but it works by catching posts that contain certain words that have been flagged.

"For example, if there is an unbranded page, marketers can include the drug name in the blocklist and have all of these posts held for review," Mr. Richman says. "Theoretically, it's possible to premoderate every comment that comes in, but every word in every language needs to be flagged."

▼ For more information, visit doseofdigital.com /2011/02/facebook-pages-easier-brands ♥

Social Media

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Apps...

AMAZON ENTERS MEDICAL APP MARKET



Amazon now features an Appstore for Androids that includes medical apps. This could be a significant development since many physicians use Androids instead of iPhones. While the number and offering of medical apps is small, experts at In-

formation Week expect there to be a consistent increase in options after launch.

The Android store is designed to help consumers find the app they want amid hundreds of thousands of other apps. Many of the medical apps available at the store currently fall under the consumer health and fitness category. There are, however, a few with physician implications, such as Pepid, which delivers point-of-care access to fully integrated medical, clinical, and pharmacological information, as well as Physician Assistant Exam Prep, and Health and Medical calculators. Droid app developers, take note.

To download, visit amazon.com.



HAVE A GREAT IDEA FOR AN APP?

The American Medical Association (AMA) is asking U.S.-licensed physicians, residents, fellows, and medical students for their ideas for medical apps designed for use in their

For More Information

daily lives. Two grand prizes will be awarded, one to a physician and one to a resident/fellow or medical student. Each winner will receive a prize package of about \$5,000, recognition through conceptual credit on the app itself, and an all-expense-paid trip for two to the AMA Interim House of Delegates meeting to be held in November 2011 in New Orleans, where they'll be honored at a special ceremony. The submission deadline is June 30, 2011. To download, visit amaidealab.org/guidelines.shtml.

Tweets...

FIRST PATIENT-TO-PHYSICIAN TWEET CHAT

Phil Baumann, founder of RNchat, has initiated @MD_chat for physicians. Physicians and others can join the chats, scheduled for 9 p.m. EST on Tuesdays, and contribute to the conversation. Topics cover subjects such as Alzheimer's or COPD. In January, Mr. Baumann had one of the first Twitter chats to feature patients speaking with doctors about their Alzheimer's diagnosis and treatment experience. The hashtag for the tweet chats is #mdchat. The program kicked off in October 2010, and now the Twitter feed has almost 800 followers.

Videos...

PFIZER UK CONTINUES ED VIDEO AND PRIVATE PHYSICIAN CHAT LINE

Leave it to the British to bring humor to the sensitive condition of erectile dysfunction. Launched last year as a pilot, this **Pfizer** sponsored YouTube video, Don't Be a Wilbert and the Man MOT program, was extended to run until May of this year. The accompanying website offers men anonymous chats with general practitioners on Monday nights on male health issues. According to InPharm, Pfizer reports that the confidential nature of the service has proven to be quite effective in getting men to address what they consider to be embarrassing or sexual health problems. Called Man MOT for Monday Opportunity to Talk, the video has had more than 36,000 hits.



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