

Consumers Are Using

Social Media to Seek Medical Info

TREND WATCH: Facebook and Twitter are growing in importance as credible healthcare sources.



PwC Report Identifies Consumer Behaviors Using Social Media for Healthcare

A PwC report regarding consumer attitudes and behaviors about social media in healthcare reveals that one-third of consumers now use social media sites such as Facebook and Twitter and online forums to seek medical information, track and share symptoms, and broadcast how they feel about doctors, drugs, treatments, medical devices, and health plans. Also, 34% of consumers said information found through social media would affect their decision about taking a certain medication.

The study tracks how health consumers are using social media, what their preferences are, and why healthcare organizations can't ignore social media.

When asked how information found through social media would affect their health decisions, 45% of consumers said it would affect their decision to get a second opinion; and 41% said it would affect their choice of a specific doctor, hospital, or medical facility.

Other results show:

- » Four in 10 consumers say they have used social media to find health-related consumer reviews of treatments or physicians.
- One in three have sought information related to other patients' experiences with their disease.
- » One in four have posted about their health experience.
- **▼** To download the report, visit pwc.com.

a satisfactory experience and more likely to say the

experience influenced their clinical decisions. How-

ever, it appears sales reps aren't giving physicians

the chance to interact so directly with their iPads, as

the report shows that only one-quarter of the 30%

of physicians surveyed who saw a sales rep with an

iPad were encouraged to use the device during the

ings will begin in July with Sermo health education centers, which will combine member discussion on clinical cases, content from KOLs, leading medical journals, and research institutions with rich, visual anatomical education tools that incorporate real data derived from MRI, CT scans, and 3D microscopy. TheVisualMD, operated by medical imaging company Anatomical Travelogue that develops visualization software for physicians on human

ciplinary discussion and collaboration on key ther-

apeutic areas and disease states. The initial offer-

anatomy, brings similar health information to the public to improve patient education.

For more information, visit sermo.com and thevisualmd.com

Verizon/NantWorks Bring Real-Time Cancer Knowledge to **Physicians** cians who actually used a sales rep's iPad during a presentation were significantly more likely to have Verizon and health conglomerate NantWorks are

teaming up to create an integrated information infrastructure, the Cancer Knowledge Action Network, to improve the treatment of cancer. The network will give physicians immediate access to the most up-to-date best-practice information about effective protocols for the treatment of specific cancer conditions. NantWorks will provide the data component, combining multiple databanks of cancer research, genetic testing information, and more through a Verizon platform that allows physicians to access and analyze that data on their smartphones and tablets.

For more information, visit newscenter.verizon.com.

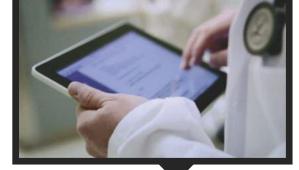
Sermo Beefs Up Interactive Health Education Centers

▼ For more information, visit

manhattanresearch.com.

meeting.

In an attempt to enhance physician collaboration through the use and sharing of Web-based tools and applications, Sermo is partnering with TheVisualMD, a producer of visual health content, to provide doctors with content enabling cross-dis-



Report Examines Physicians' **Experiences with iPad Reps**

uating the Success of Early Initiatives & Identifying Strategic Opportunities in 2012, found that physi-

Medicina Curates Social Media **Health Content**

Webicina.com is a free service that provides cu-

TECH CHECK APPS, TWEETS, AND VIDEOS

Apps...

DOCBOOKMD APP ALLOWS SECURE EXCHANGE OF RESULTS



Two doctors — who are married to each other — decided to create an app that would allow them to finish dinner together and still care for patients. **DOCBOOKMD** allows physicians — especially those

on call — to communicate with each other securely and with full HIPAA compliance. Everything from X-rays, EKGs, and lab results can be sent from one doctor to another. The app allows docs to communicate quickly from an off-site location, which could lead to more effectively treating patients. Currently doctors in about 23 states use the DocBookMD app. Medical liability companies fund the app for doctors who belong to a medical society in their county or state. It is available on iPhone, iPad, and Android.

▼ For more information, visit itunes.apple.com/us/app/docbookmd/id30155 8273?mt=8

MOBILE BABY APP COMBATS MATERNAL MORTALITY IN DEVELOPING COUNTRIES



The UAE telecomm **Etisalat** launched, and won an award for, the MOBILE BABY MHEALTH program that delivers affordable primary healthcare solutions to even the most remote regions of Africa. Mobile Baby brings to-

gether medical healthcare professionals, NGOs, pharmaceutical and insurance companies, and federal and state government to deliver affordable healthcare for all powered by mobile connectivity. In Tanzania, where Etisalat first launched the service, there has been a substantial drop in baseline maternal mortality rates and a 30% increase in the in-medical facility delivery rate. During 2012 the Etisalat Mobile Baby service will be rolled out across its operations in Afghanistan, Pakistan, Sri Lanka, Ivory Coast, Benin, Togo, Niger, Central

African Republic, and Gabon.

▼ For more information, visit etisalat.ae.

MYGENOME APP LAUNCHES



recently launched MYGENOME application by Illumina doesn't yet provide personal genomic data for its customers, but with this first version it hopes to stimulate interest in a mainstream tool

for genomic exploration. MyGenome is a learning tool about the human genome and users can view reports about important genetic variations through an educational interface.

Future versions of the MyGenome app will allow users to download their own data securely. Illumina plans to deliver genetic data to the ordering physician via the MyGenome app. Physicians can access patients' genomic information from the app, allowing them to visualize the genome and identify issues, such as Mendelian disorders and pharmacogenomic drug response, before providing direct access to the patient.

The iPhone app allows consumers to carry around their genomic information. The app costs 99 cents.

▼ For more information, visit http://itunes.apple.com/us/app/mygenome/id5 16405838

Tweets and Video...

BOEHRINGER CONTINUES STRONG SOCIAL PRESENCE WITH AF CAMPAIGN

Last year, Boehringer Ingelheim in Germany launched the 1 MISSION 1 MILLION — Getting to the Heart of Stroke campaign, reported to be the first-of-its-kind disease awareness initiative, supported by leading health experts and patient organizations including AntiCoagulation Europe, Atrial Fibrillation Association, Stroke Alliance for Europe, and the World Heart Federation.

The non-U.S. initiative started with healthcare professionals and organizations worldwide submitting proposed projects that were reviewed by leaders in the field of AF, and then put to the public for voting on the best idea.



In addition to the public vote, the expert panel members selected seven Expert Picks — projects that were deemed to be deserving of special recognition. Last month, the campaign announced its plans to launch a new phase of the initiative that will continue to raise awareness of AF and its link to stroke. Community-based action is at the heart of this global initiative and during 2012 the campaign will continue to support projects around the world that aim to help prevent AF-related stroke. Initiatives in Greece and Spain recently reached new milestones and in May, Boehringer Ingelheim in the United States launched an AF Registry Program, the largest prospective observational study in nonvalvular atrial fibrillation (NVAF) planned at this

With a goal of enrolling 56,000 patients, the registry aims to understand the long-term use of antithrombotic treatments to reduce the risk of stroke in patients with NVAF.

In addition, Boehringer has a dedicated YouTube channel for educational videos regarding AF, and the company continues to tweet about the campaign to stimulate ongoing interest.

▼ To upload video visit:

youtube.com/user/boehringeringelheim?feature=watch

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Send us your favorite industry apps, Twitter feeds, YouTube videos, and Facebook links to

feedback@pharmavoice.com.

rated medical social media resources for more than 80 medical topics in more than 17 languages. The platform offers several solutions, including a multilingual aggregator of quality medical information that lets physicians or patients select their favorite resources and read the latest news and articles about a medical specialty or a medical condition in one personalized place. There is also a Web 2.0 guidance collection, and a section for

guidelines on how pharma companies are using social media properly and legally. The site also features a health 2.0 game. Webicina.com most recently published a curated list of social media resources including blogs, Facebook groups, Twitter users, and YouTube channels focusing on nephrol-

For more information, visit webicina.com. 💜

