

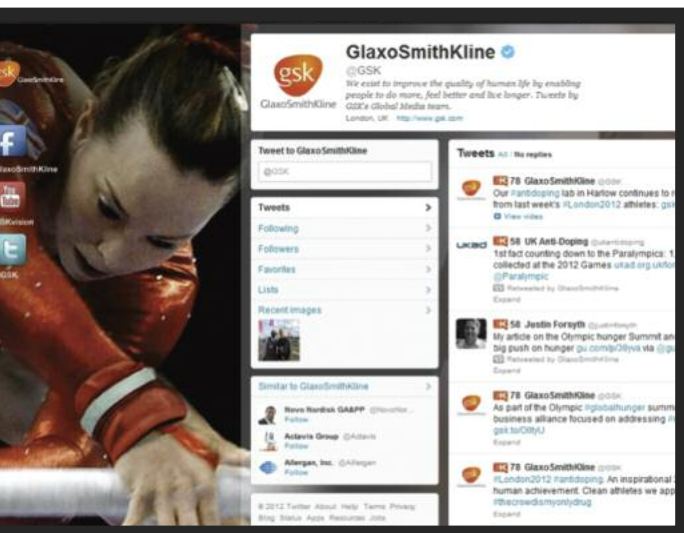


By Robin Robinson

▶ Pharma Social Media Innovators

Move Beyond Corporate Facebook Pages

TREND: More digital channels, more diversity, more ways to reach consumers



GSK Leverages Olympic Sponsorship Through Digital Media

This summer, **GlaxoSmithKline** provided the official laboratory services for the London 2012 Olympic and Paralympic Games. Through a partnership with King's College London, the pharma company provided facilities and

equipment to enable expert analysts from the college to independently operate a world anti-doping agency accredited laboratory during the games. GSK leveraged its role as a partner to the London 2012 Olympics with a major advertising campaign that included television, print, outdoor, and digital media, including YouTube, Twitter, Flickr, and Facebook. GSK created a flurry of FB activity when it featured one of its own — GSK employee Sophie Troiano, who competed in the Women's Team Foil — on its Facebook page. The number of likes spiked significantly when photos of Ms. Troiano appeared and, throughout the games, more than 49,000 people interacted

with the page. Another photo featuring British gymnast Beth Tweddle was liked more than 23,000 times and was shared more than 700 times.

▼ *To review the campaign, visit:*
Facebook: facebook.com/GlaxoSmithKline
Twitter: twitter.com/gsk
YouTube: youtube.com/gskvision
Flickr: flickr.com/photos/glaxosmithkline

youtube.com/watch?v=PVLC9aO6WvY
twitter.com/GetOld
facebook.com/GetOld

Boehringer Ingelheim Goes Live with Long-Awaited Syrum Game

The **PSFK** conference announced that John Pugh, director of digital for Boehringer Ingelheim, would launch the beta version of the long-awaited, first-in-industry social game Syrum at its London conference in September. So, by this issue's press time, Syrum should be in full swing on Facebook. Syrum has been in development for more than two years. The game is based on the premise that the health of the world is in the player's hands, and in each phase, the players are confronted with a new problem, which could be a disease or a pandemic that is sweeping the world. The player's goal is to discover cures, create a stable drug, conduct clinical trials, and launch a new drug, which leads to a cure for the disease. Players collaborate and interact with each other much like with other games on Facebook, through features such as gift giving or headhunting the staff of other players. As the game progresses, it gets more complicated to play. The company uses Facebook as its stage, so that it can bridge the offline/online world on a large gaming platform. For example, wherever the players check in through the Facebook mobile app, those data gets integrated into the game and they get rewarded accordingly.

▼ *For more information and to play, go to* syrum-game.com. **PV**



Pfizer Taps Into Aging Population with Get Old Campaign

While most patient communities are for a niche population around a certain disease, **Pfizer** is taking a broader approach with the launch of a site that applies to everyone-getold.com. Pfizer says the site is designed to stimulate conversation

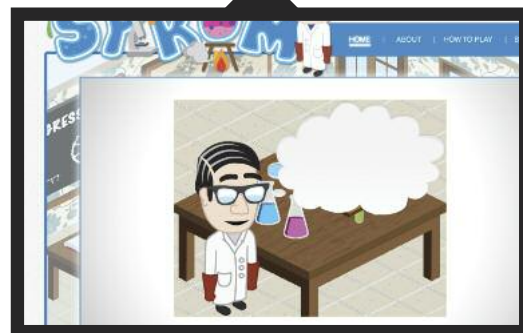
around how people feel about getting older and to add to the body of knowledge and insights about how people of all ages feel about aging. The site allows people to share stories, photos, and videos about getting older, and to choose one of four categories that sum up how they feel about aging: angry, uneasy, optimistic, or prepared.

Current content, which may help address issues from the stress associated with caring for aging family members to the life perspective gained after facing serious illness, includes information from leading experts, partner groups, and even Pfizer employees who are interested in joining the conversation. Pfizer partnered with 11 patient advocacy groups for the multi-year campaign.

In addition to the website, people can join the Get Old Facebook community or participate via Twitter.

Launched in June, the accompanying video, I'm Older Than You, had been watched 328,000 times in its first 10 weeks on YouTube.

▼ *For more information, visit*



TECH CHECK  APPS, TWEETS, AND VIDEOS

Apps...

ALERE, AT&T PROVIDE SERVICES TO SUPPORT WELLDOC'S DIABETESMANAGERS



Diabetesmanager

Alere and AT&T team up to market WellDoc's mhealth solution **DIABETESMANAGER** to health plans. AT&T formed a partnership with WellDoc in 2010 to sell DiabetesManager — the first diabetes mhealth solution to receive FDA approval — to insurance payers, self-insured employers, and disease-management organizations. More than an app, the system features a medication adherence program and secure capture, storage, and real-time transmission of blood glucose data based on an automated clinical coaching and behavioral algorithms driven by real-time patient data. DiabetesManager, which is fully connected to a clinical system as part of an integrated plan of care, goes beyond providing real-time coaching to the patient and enables the valuable patient information collected to be shared with nurses, case workers and doctors, who can communicate directly with the patient if needed. Alere and AT&T report the companies plan to collaborate on future healthcare IT products.

▼ For more information, visit att.com or welldoc.com.

WOMEN'S HIV RESOURCE APP EXPANDS GLOBAL REACH OF PROGRAM



The Well Project

Armedia, provider of innovative content and mobile solutions, has released **THE WELL PROJECT** mobile app to Apple App Store and Google Play. The content-rich mobile app will add to The Well Project's mission to provide critical community and informational resources to its global audience of women living with HIV, their caregivers, and their healthcare providers. Currently, more than 70% of The Well Project's 1.3 million annual visitors are from outside the United States. The app amplifies and extends The Well Project's core objectives of promoting better standards of care, increasing public awareness and education about HIV disease among women, and most importantly, connecting people in search of a trusted, supportive, and protected environment.

▼ To download, itunes.apple.com/us/app/the-well-project/id539222324?mt=8

EARLY DETECTION BREAST CANCER APP TAILORED TO EACH USER



EDP

The National Breast Cancer Foundation has developed a new free iPhone app, **EARLY DETECTION PLAN (EDP)**, a first-of-its-kind site that can be tailored to each user, taking age and health history into account

to determine optimal scheduling for both self and professional exams. The EDP app encourages women to become more proactive about their health by scheduling reminders via push notifications to perform routine breast self-exams and schedule clinical breast exams and mammograms.

The app also contains info about clinical breast exams, mammograms, risk factors, signs and symptoms, and tutorials on how to properly perform a breast self-exam. This is the second app from NBCF, whose first app, *Beyond The Shock*, is also available for free on iTunes. *Beyond The Shock* is an online educational resource for those affected by breast cancer that helps patients gain a better understanding of the disease. Both apps are available for download on iTunes for the iPhone and iPod touch.

▼ To download the app, <http://itunes.apple.com/us/app/early-detection-plan-breast/id499086674?mt=8>

DIGITAL MEDICAL JOURNALS CREATE NEW CHANNEL TO REACH PHYSICIANS

In response to the high rate of iPad adoption among physicians, **Wolters Kluwer Health** is offering marketing opportunities on its digital medical journals. With the release of its **LIPPINCOTT WILLIAM & WILKINS (LWW)** medical and nursing journal iPad app editions, the company is offering its advertisers a new strategy that helps them test out the digital channel and develop new multimedia content, while maintaining their audience reach in the print/online journal.

LWW has delivered iPad app editions for more than 50 journals, with ongoing new app releases across its full journal portfolio. For pharma and device marketers, video and other rich media ads allow them to visually illustrate products and studies, Wolters Kluwer reports.

To date, 50 advertisers, including five of the top 20 pharmaceutical and six of the top 20 device companies are leveraging LWW's digital journal solution.

Preliminary data from LWW journal apps across six specialties show an iPad reader interacting with an advertisement on average between 10 to 40 seconds, while page views for digital increased from 30% to 70%.

▼ For more information, visit wolterskluwerhealth.com.

James Hoyes
President
EMD Serono, Inc.

Videos...

EMD SERONO TOUTS PATIENT EDUCATION, THERAPIES ON YOUTUBE

EMD Serono promotes itself and its commitment to patients in a five-minute video that outlines its various patient education resources across all of its therapeutic areas.

In the video, EMD Serono encourages patients to be proactive and do their own research about their treatment options and conditions and to take advantage of call centers, patient assistance, and learn from other patients talking about their experiences. The company acknowledges that being diagnosed with a chronic disease and learning to live with it can be overwhelming and requires a deep understanding of the disease. The short message is: EMD Serono provides medicine, but also pertinent disease management information and assistance.

The patient education content is provided by Healthwise, which develops health content and patient education solutions.

▼ <http://www.youtube.com/watch?v=8fgUpvjakvk>



Send us your favorite industry apps, Twitter feeds, YouTube videos, and Facebook links to feedback@pharmavoices.com.