



# 4 Proven Healthcare Social Strategies

Best Practices for Pharmaceutical Brands in Social Media



# Our Agenda

- 4 Proven Healthcare Social Strategies
- Increase Disease State Awareness
- Promote Product Consideration
- Developing Loyalty
- Improve Corporate Branding
- Takeaways



# Brand Strategy

Increase Disease  
State Awareness

Promote Product  
Consideration

Develop  
Patient Loyalty

Improve  
Corporate  
Branding

Awareness &  
Recognition

Presentation  
& Diagnosis

Treatment Selection

Brand Selection  
& Access

Switching  
& Persistency

# Typical Patient Journey



# Increase Disease State Awareness



## Increasing Disease State Awareness

Gaining attention for patients, caregivers and medicines

### 3 Distinct Areas for Raising Awareness:

1. Patients of a particular disease
2. Caregivers, who might be family, friends or professional HCPs
3. Medicines that we're trying to establish as the go-to cure for a disease state



# Unbranded Destinations

GlaxoSmithKline & COPD.com

## GSK's COPD.com

1. Useful information about COPD
2. Patient information about COPD
3. Since GSK owns a large portion of the market-share for this disease state there are no mentions of GSK's medicines



## Amgen and NPR's Story Corp.

### Awareness ahead of product launch

There are no known cures for Multiple Myeloma. Amgen's Kyprolis for the disease is in the testing pipeline.

Amgen's Blood Counts provides information to help understand the disease. Their partnership with NPR's Story Corps gathers an oral history from patients, caregivers, advocacy groups, and physicians, making the program stand out.



BLOOD  
COUNTS



# Encouraging Patient & Caregiver Stories

EMD Serono & MS LifeLines

EMD Serono's MS LifeLines website provides a template for users to tell their MS Stories.

People fill in the template, and their story is published on the MS LifeLines website, and they clear a regulatory hurdle by having a legal disclaimer box that users have to check in order to publish their story.





# Develop Empathy For Personal Struggles

## GlaxoSmithKline & Virtual Reality

GlaxoSmithKline learned through social media listening that migraine sufferers felt a lack of understanding from the people around them.

GSK created the Migraine Experience as an Advanced Awareness Campaign using Virtual Reality (VR) to mimic all the signs and symptoms of a migraine, minus the pain.



# The Value of Influencers

Influencers personally connected to a disease state dramatically amplify efforts

**19M**

Video views  
(11M on Facebook)

**46M**

Readers of People  
magazine

**5M+**

TV views

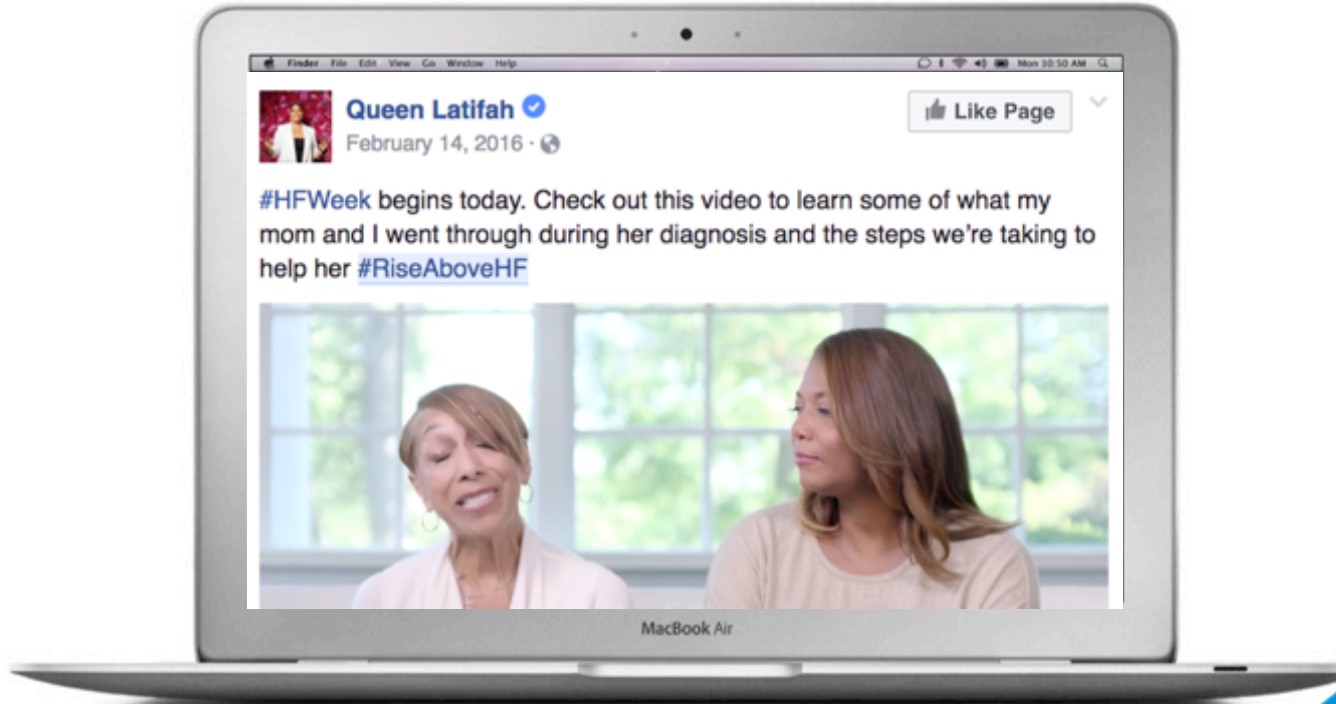
**285,000**

Social engagements



# Influencers Can Be Connected For The Long Haul

Queen Latifah for Novartis “Rise Above”





## You can also find Influencers through Social Listening

*“My hope going forward is that by talking to other cancer patients, I might be able to lessen their pain and suffering. I know from experience that chemotherapy and radiation are not fun. If I can help anyone else, it would help give reason to what I went through.”*

– Rikki Rockett

# And Influencers Don't Need To Be Famous

Bloggers come with smaller, but intimate and passionate fan bases

HOME | ABOUT TRACY | WHAT IS ENDOMETRIOSIS? | WHY SUNFLOWERS? | MEDIA & GUEST POSTS



## VULNERABILITY AND PRESENCE



### ABOUT ME

 Tracy Fischer  
Follow 11  
Indy by way of Chicago. Wife of Andrew. Dog mom of Juno.  
[View my complete profile](#)

### MY DIAGNOSIS

Are you new here? You



# Promote Product Consideration



# Product Consideration

Novartis is using Facebook to promote product consideration for Gilenya with a very active Facebook page of nearly 300K users.

Their page is a nice mixture of product information, general awareness and inspiration.

They get a ton of engagement and have not yet gotten a Warning Letter from the FDA.



# Branded Destinations

## EMD Serono's Rebif & MS LifeLines

The MS LifeLines website is a branded site due to having the EMD Serono name on it, and a link to Rebif.com, their MS medication.

### The site offers:

- General information around MS
- 1-on-1 connections with HCP ambassadors
- Live events where you can meet Ambassadors, and connect with other MS patients and caregivers in your area





# Developing Loyalty





endometriosis uk



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Last year we supported  
over 25,000 women  
who needed our help

Join us now, with you  
we can help even more



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Developing Loyalty



LiveWorld

# Developing Loyalty: Giving Tools To HCPs

## Giving Caregivers the Resources They Need

AbbVie is connecting with HCPs who treat endometriosis.

They created the Her Endometriosis Reality site where they start to develop loyalty with HCPs by becoming trusted partners in their practice.

AbbVie is not pushing their medications, they're trying to help get to better diagnosis and treatment faster.



Her  
Endometriosis  
Reality



# Deepening Loyalty: Giving Tools To HCPs

## Giving Caregivers the Resources They Need

In order to stand out, Johnson and Johnson created the Johnson & Johnson Diabetes Institute, which is a free, on-site 3-day training program that attracts diabetes care specialists of all stripes from all over the country.

JJDI is what we call “social by design” – that is, they don’t just pass on information. It’s purpose is to connect HCPs to other HCPs, both in person and via an online community.



Johnson & Johnson

Diabetes Institute, LLC



# Improve Corporate Branding



# Corporate Branding

## Pfizer's Discover The Cure

Given the challenging and complex political environment that the pharma industry finds itself in these days, Pfizer has found it quite effective to aggressively shift the narrative from a defensive posture to a positive one with their Discover The Cure YouTube video.



# Awareness and Pre-Awareness

## Shifting the conversation in social around Pharma

You can shift the conversation in social away from your individual brand or negativity towards the pharma industry to focus on a broader problem.

The industry group PhRMA, for example, does an excellent job of putting out data in social media in easily digestible formats like infographics that raise awareness around some of the health challenges facing the world today.



# Raising Awareness Inside The Brand

## Almirall's Shared Skin Initiative

Focused on raising awareness and empathy with the employees at a drug company, not the general public, Almirall partnered with the makeup team that produced the movie *Pan's Labyrinth*. They took five employees and made them up to have various skin conditions that Almirall makes treatments for, and sent them out into the world to experience first hand what its like to live in someone else's skin.





## Takeaways

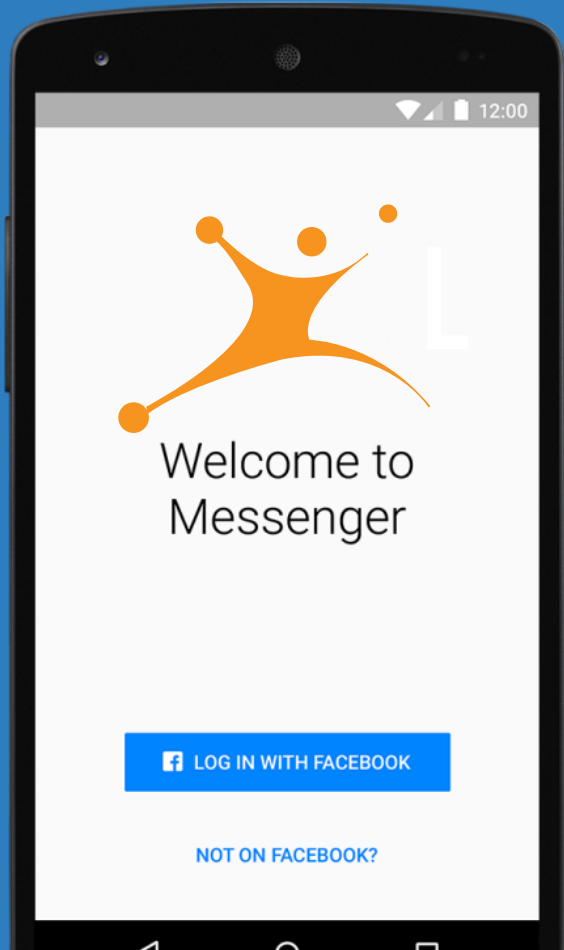
- Map your core social strategy to the patient journey
- Peers carry far more trust than brands
- Look for ways to apply real patient stories
- Utilize influencers to share stories
- Consider being a resource to healthcare providers

Calendar 2017

March

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| 22 | 23 | 24 | 25 | 26 | 27 | 28 |
| 29 | 30 | 31 |    |    |    |    |





# Thank you for your time!

- Contact us at [hello@liveworld.com](mailto:hello@liveworld.com)
- Dawn Lacallade, [dacallade@liveworld.com](mailto:dacallade@liveworld.com)
- Mark Williams, [mwilliams@liveworld.com](mailto:mwilliams@liveworld.com)
  
- Visit our recent pharma blogs for digital marketers at <http://www.liveworld.com/blog/>

