

Definitive HCP Social Media Guide



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With almost 50 million HCPs using social media worldwide, more and more companies are taking the plunge to meet them there. Despite healthcare's traditional hesitancy to invest in HCP social media, it's time to understand the reasons why HCP social media has become mission critical.







Social media is one the world's favorite ways to connect. According to Statista, **over 3.6 billion people are using social media worldwide, and even that number is projected to grow almost an additional billion in the next five years.¹ It's not too surprising that such a substantial portion of the world's population – including healthcare professionals – have embraced social media. As new as they feel, some of the most popular social media sites have been around for decades, and even the ones we know best today, such as YouTube and Facebook, have already celebrated their fifteenth birthdays.² Social media has become a human habit**.

Social media, from Facebook, Instagram, LinkedIn, and Sina Weibo, to TikTok, Twitter, Pinterest, and Reddit have played a very large role in how we humans connect, in every walk of life, all over the globe. Unlike traditional face-toface communications, news platforms, websites. and certainly broadcast and print, social media facilitates communication regardless of geographic boundaries, bringing together people who share similar interests to learn and share with peers and experts. It's not confined to words: images, movies, and music can all be part of the experience. And it's not static: chatbots, guizzes, and interactive conversations can all influence and inform users in ways that help to change opinions and behaviors.

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Social media has become a vital communication technology across a broad spectrum of industries and populations. Particularly, the growth and popularity of social media interaction is extremely impactful in the healthcare profession.

- Marketing Professor Jerome Christia, PhD³



THE STATE OF HCP SOCIAL IS STRONG

HCP social media is the genie that has left the bottle. A survey of more than 4,000 physicians showed that virtually every physician uses social media for personal reasons, while two-thirds use it for professional reasons, a number that is growing higher every day; in fact, HCPs are joining social media platforms in their professional capacities at the same rate as non-HCP users. And while HCPs have their own "walled gardens" for private discussions and virtual "Grand Rounds," they use YouTube, Facebook, Twitter, LinkedIn, and Reddit to connect in their professional capacities as well. 4,5,6 Importantly, well over half of HCPs say they notice relevant, professionally-appropriate ads and posts on social media.⁷

Some of today's hottest **social influencers are** HCPs, exploring the intersection between health information and the culture of

social memes, earning followers numbering from thousands to millions on platforms like Instagram and YouTube.8 Even when used for more conservative reasons, social media has helped to advance HCP communications from simply providing access to articles, studies and CMEs, to creating active educational and communications experiences. Not only is social media good for HCPs' personal and practice development, it can help drive increased revenue, connect employers and job-seekers, and increase patient satisfaction.9

As you'll see in Chapter 1, there's a lot to learn about how HCPs use social media and how the trends are changing as younger physicians join the ranks of established doctors. In Chapters 2 and 3, you'll be able to see where HCPs engage - often for very different reasons on different platforms. And Chapter 4 looks at how the future of HCP social is shaping up after the massive behavior changes driven by COVID-19.



4. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/
5. http://www.pmlive.com/blogs/digital_intelligence/archive/2019/transformation_in_healthcare_professionals_digital_behaviours
6. https://avanthc.com/digital-opinion-influencers-vs-kols/
7. https://www.meddatagroup.com/resource/physician-online-in-app-behaviors/
8. https://nypost.com/2020/02/03/doctors-and-nurses-are-influencers-now-but-can-you-trust-them/
9. Jerome Christia, A Comparison of Demographics And Social Media Preferences In An Obgyn Office, https://digitalcommons.kennesaw.edu/cgi/viewcontent.cgi?article=1455&context=ama_proceedings



MARKETER'S HEALTHCARE HURDLE

If you think that in many cases HCPs have adapted more quickly than healthcare marketers, we would agree. 10 If you or your company are one of the many pharma and medical marketers who have been reluctant to engage with HCPs in social media, we also understand whv.

One of the most persistent concerns we hear about social media is that it can't be monitored or measured for ROI. As you'll see in Chapter 5, that ability is most definitely within your reach. Other barriers include regulation, privacy concerns, and even legal considerations surrounding social, but here too, you'll learn how to prevail with our rules of the road for social media compliance in Chapter 6.

If you haven't started or are still just dipping your toes into using HCP social media for your business. know that your competitors are ahead of you. The annual MM&M/Deloitte Healthcare Marketers Trend Report showed that 86% of diagnostic device companies, 65% of pharma marketers, and over half of biotechs use social as a critical part of their marketing mix to reach HCPs. 11 In 2020, a whopping 68% of marketers increased their budgets for HCP social media marketing 12 - and three-quarters anticipate that their spending on HCP social will increase over the next 12 months: only 8% expected their use to decrease.¹³ As one industry expert said, "The biggest shift in terms of increased [ad budgets in the healthcare sector] is exploration with social." 14

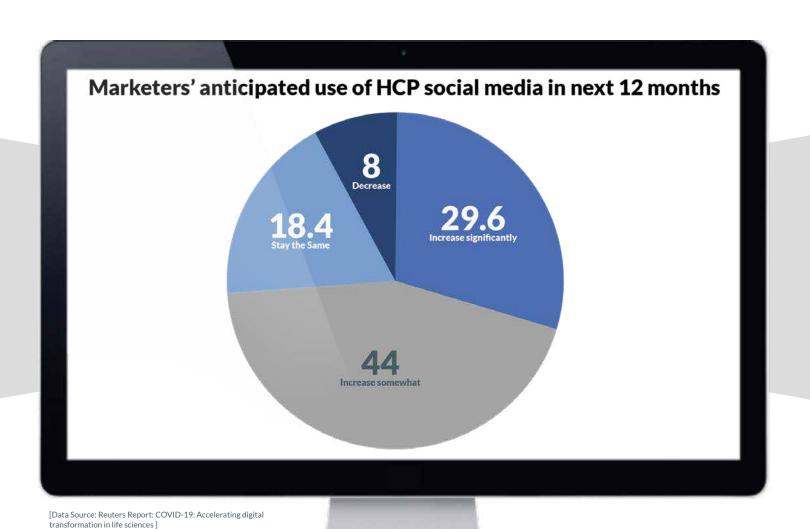


10. https://www.statista.com/statistics/273476/percentage-of-us-population-with-a-social-network-profile/
11. https://www.mmm-online.com/home/channel/features/mmm-deloitte-healthcare-marketers-trend-report-2019-budgets-surged-26-but-good-times-could-soon-go-up-in-smoke/
12. https://cdn.coverstand.com/17196/654807/0ab14a7833c4100c7bf173173ee2486728b619e1.1.pdf, p. 32
13. Reuters Report: COVID-19: Accelerating digital transformation in life sciences
14. https://www.emarketer.com/content/us-healthcare-and-pharma-ad-spending-still-hampered-by-compliance-laws



So how will your company explore the opportunities to connect with HCPs in social media? What are the insights that will drive your strategies and the channel differentiators that will inform your media plan? What are some of the very best practitioners doing that you can learn from for your own successful campaigns?

We've created this eBook as a resource to help healthcare marketers learn to connect effectively and efficiently with HCPs by learning which social platforms HCPs prefer for different functions, the types of content and formats that work best in each platform, and to measure ROI – all while staying safely within the bounds of compliance laws and guidelines. This audience, in this channel, cannot be ignored or glossed over any longer; it is far too important a channel for exchanging ideas, information, questions, reviews, and concerns. Read on to learn more... and start taking advantage of the true power of HCP social media marketing.







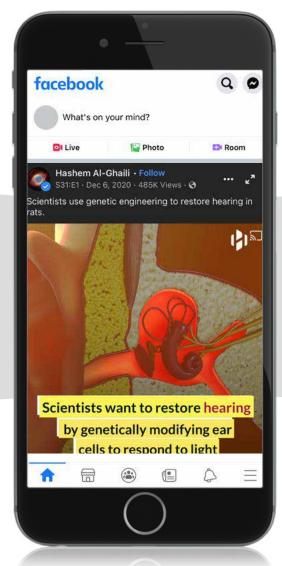
The days of Marcus Welby, or even Dr. House, are long over. In 5 years, 75% of HCPs will be digital natives: millennials and Gen Zs who have not only grown up with social media, but are bringing that usage with them into their professional lives. Here's what we know about the social media habits and preferences of HCPs, including the shifting habits of the rising generation of physicians, and what that could mean for your marketing.



It's not just sometimes. It's not even a quick peek at Facebook at lunchtime. Social media has become one of the most popular and important ways for HCPs to communicate with everyone in their professional universe, from colleagues and peers, to students, to patients, and consumers everywhere in the world. According to Sermo, two-thirds of physicians spend at least an hour a day on social media, with an average daily use of two hours and twenty-two minutes.¹⁵

What are they doing there? HCPs are debating health care policy, discussing practice management issues, getting news about scientific breakthroughs, promoting good health behaviors, and interacting with patients, caregivers, students, and colleagues. They're also learning, rating, and sharing information on new and current drugs and devices for every disease and condition.¹⁶ And since their customers - their patients are increasingly on social media, it's all the more important for them to stay involved, active, and relevant.

HCPs are also connecting more than ever: one study showed that HCP posts about healthcare increased from 10% in 2013 to 50% in 2019.17



[Photo from FB group DOCTORS18]

^{15.} http://s.sermo.com/rs/239-PZX-356/images/Sermo_The_Digital_Day_of_an_HCP_2019.pdf?&utm_campaign=klickhealth&utm_medium=klick_wire&utm_source=klickhealth&utm_content=kwire_hcp-day_20190520
16. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/
17. https://creation.co/knowledge/why-hcps-use-social-media-in-their-professional-lives/



WHAT THEY TALK ABOUT



I use social networks professionally to exchange ideas, treatment options, comment on guidelines. 19 - HCP

I am in a Facebook group of rheumatologists where we can discuss cases without giving away any patient identifying details.20 - HCP

HCPs embrace social media for interactive conversations about subjects that range from clinical trial results to the latest treatment options, to public health and patient care. And they're not just doing it on closed HCP forums like Doximity and Sermo, but on public networks like Facebook and Twitter.²¹

HCPs use social media for a wide variety of professional reasons: the main four are discovery, sharing, relationship-building, and personal/practice promotion. Within those big categories, there is a long and growing list of actions: 22, 23, 24

say peer-to-peer rating and drug reviews have the power to change their perception of a drug.

75%

have changed their opinion on a drug after reading peer-to-peer drug ratings and reviews.

^{19.} https://decisionresourcesgroup.com/downloads/top-multi-channel-trends-of-2019/
20. https://decisionresourcesgroup.com/downloads/top-multi-channel-trends-of-2019/
21. http://www.pmlive.com/blogs/digital_intelligence/archive/2019/transformation_in_healthcare_professionals_digital_behaviours
22. https://powerfulpatients.org/2019/12/18/health-care-and-social-media-importance-of-facing-their-challenges/
23. https://creation.co/knowledge/why-hcps-use-social-media-in-their-professional-lives/
24. https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0228372



Discovering:

- New resources for professional and patient education.
- Newly published evidence and pipeline data
- Therapeutic innovations
- Clinical trial results
- Peer-to-peer ratings of drugs and devices
- KOL opinions
- Regional and global perspectives and insights
- Peers interested in similar subjects and research
- Job opportunities and prospective employees

Sharing:

- Research results
- Updated clinical practice guidelines
- Practice concerns and strategies
- Patient stories

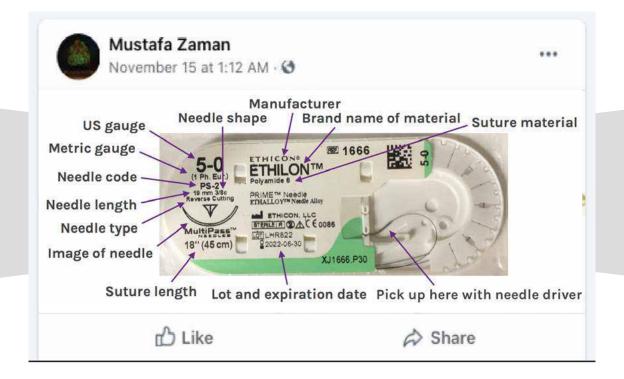
 (anonymized, of course)
- Treatment strategies and questions
- News and ideas to peers
- Disease awareness, health tips, and information to patients/consumers

Relationship-Building

 With colleagues and peers, including conference speakers and students, and with current and prospective patients and their families

Practice and Reputation Building

- Promoting their practice to prospective patients
- Leading discussions on specific therapeutic or practice areas



Implications for marketers: Consider the wide range of reasons HCPs use social media to help them interact more effectively.



THE ROLE OF HCP INFLUENCERS

Influencers are important for exactly the reason you think they are: they have the power to engage people with your brand without that feeling that they are "selling." According to Twitter. influencer ads have as much as a 24% lift in audience interaction.²⁵

Celebrity doctors like Dr Kevin Pho and Dr Jen Arnold have found fame on platforms like Twitter, Instagram, and Facebook.²⁶ Dr. Mike Varshavski, aka @doctor.mike and @RealDoctorMike, aka The Hot Doctor, uses a combination of **social** savvy and medical knowledge to offer his 8 million followers "the most medically accurate, evidence-based information out there," countering what he sees as a rise in careless or wrong medical information in general consumer platforms.²⁷ A growing number of HCP influencers find consumers on platforms like Twitter, TikTok, and Snapchat. COVID-19 inspired doctors and nurses to create TikTokDoc to help consumers stay safe.²⁸ With upward of 60% of consumer social media users trusting information shared by HCPs, those influencers are a much-needed source of accurate and timely healthcare information.²⁹

In HCP social media, the name of the game is micro-influencers, HCPs, and KOLs (sometimes called KOOLs, "Key Online Opinion Leaders") with thousands or even hundreds of followers, whose opinion is valued disproportionately by their professional peers. The best qualities of these microinfluencers include a perceived lack of bias, a high level of knowledge, scientific/medical credibility,

sincerity, and relatability. As you'd expect, they have a heavy presence on Sermo and Doximity, as well as newer HCP platforms like Skipta and Figure 1.30

Not all KOLs are alike, however, and not all HCPs have the same high levels of interest in KOL posts; those who tend to read and react to KOL posts most include internists, cardiologists, gastroenterologists, OB/GYNs, and rheumatologists.31

But only about 20% of KOLs have a social media **presence**, and the gap is being filled by what CMI call "Digital Online Influencers," or DOIs. Not just physicians, DOIs are also nurses and physician assistants. These are the HCPs who find themselves emerging as authoritative and compelling voices in online discussions with their peers; often they're the clear-eyed professionals who bring up sometimes challenging topics like patients' mental or sexual health. DOIs are building their reputations, and they share presentations and education from conferences and other professional meetings. From these small beginnings may emerge the Digital KOL of the future.32

Implications for marketers: Consider the wide range of HCP influencers, what their reasons are for having a social platform, and how their voice can amplify your offer.

doctor.mike o Folow ...

Dr. Mike Varshavski Board Certified FM Physician NYC (1) A
Avid Explorer of Life & Dog Dad (2)

"THIS IS MY ONLY IG ACCOUNT!" You

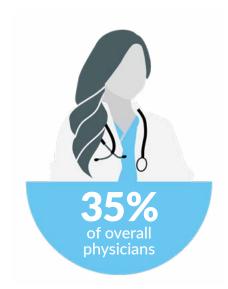
Implications for marketers: Consider the wide range of HCP influencers, what their reasons are for having a social platform, and how their voice can amplify your offer.

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26. https://pharmaphorum.com/views-analysis-digital/whathcpsthink-5-digital-behaviours-when-hcps-use-social-media/
27. https://nypost.com/2020/02/03/doctors-and-nurses-are-influencers-now-but-can-you-trust-them/
28. https://cmimedia.com/insight/the-rise-of-the-social-influencer-in-healthcare/
29.https://powerfulpatients.org/2019/12/18/health-care-and-social-media-importance-of-facing-their-challenges/
30. https://cmimedia.com/insight/the-rise-of-the-social-influencer-in-healthcare/
31. https://decisionresourcesgroup.com/wp-content/uploads/2019/04/itemeditorimage_5b3b8b8e78a2d.jpg?x76429
32. https://avanthc.com/digital-opinion-influencers-vs-kols/

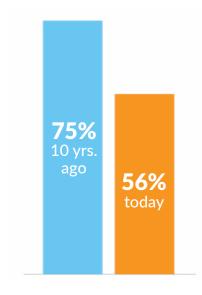


A CHANGING HCP WORKFORCE IS **DRIVING NEW USE OF SOCIAL MEDIA**

In just five years, **75% of the work force will be millennials**, and that means a changing culture for healthcare as well as social media.³³ Even now, **nearly 70% of all HCPs are digital natives.**³⁴ What does that mean for marketers?



• The future is (more) female: If you're still thinking of physicians as Marcus Welby, or even Dr. House, turn instead to Grey's Anatomy. More physicians are female than ever before. Overall. 35% of physicians are female, but among doctors younger than thirty-five, the figure is 60%.



Doctors are more diverse: Just ten years ago, 75% of physicians were white. Today, that number is 56%, with more doctors who identify as Asian, Hispanic and Black.³⁵ As recently as 2018, 44% of U.S. medical school graduates identified as non-white.36



 As a digital native, she has grown up with social media, and expects you to meet her there. in both her preferred personal and professional channels.37 Marketers who stay on the sidelines. or worse, don't take the time to get to know her media habits and how she engages with social will soon find themselves behind the curve.38

^{33.} https://rheumnow.com/blog/millennial-doctors-digital-natives-and-death-medicine-we-know-it
34. https://www.pm360online.com/two-key-questions-about-hcp-engagement-and-education-in-2020/
35. https://www.mmm-online.com/home/channel/features/the-new-face-of-the-american-doctor-how-marketers-can-adjust-appeals-to-reach-them/
36. https://www.visualcapitalist.com/how-millennial-doctors-are-transforming-medicine/
37. https://decisionresourcesgroup.com/blog/meet-the-millennial-physicians-young-mobile-and-harder-to-reach/
38. ttps://www.mmm-online.com/home/channel/features/the-new-face-of-the-american-doctor-how-marketers-can-adjust-appeals-to-reach-them/



HOW THEY DIFFER FROM THEIR OLDER PEERS

According to the AMA, one of the most distinguishing factors about these younger doctors is that they're digital natives.

They know the technology, are comfortable with the platforms, and have high expectations for on-demand information, data transparency, and experiences that travel seamlessly between on and offline

interactions. ³⁹ They expect high levels of relevance and personalization. More than their older colleagues, they have a high demand for patient resources, education, and support, and look to the pharma industry as an added-value resource for this. ⁴⁰ They're even more social as people: over 80% consult with colleagues at least once a week, either online or off – that's 30% higher than HCPs who are over the age of 55.

How does younger HCPs' social media use differ from their older colleagues?^{41,42}

	Millenial HCPs	All HCPs
Use social media	87%	80%
Use social media for medical news	80%	50%
Read KOL posts in social media	60%	50%
Are influenced by KOL posts	31%	40%
Use YouTube in their practice	40%	10%
Rely on social networks and message boards for work	37%	25%



On average, millennial HCPs spend 3 hours a day on social. search, and news websites for professional reasons. But that doesn't mean they have time during a typical workday: most of the time they spend on social media is after they've taken off their white coats and left the office.⁴³ In fact, only half have unlimited access to social media at work, especially if they're in large hospital systems, so it's important to know where they are when they might be reading your messages.46,47

They're much more likely to use social media to seek out realworld evidence, scientific facts and narratives, access to thought

leaders and colleagues, digital tools for decision support, and **online education**. In this polarized world, having access to scientific cases to share with skeptical patients and families is more important than ever. And since their patients are also on social media, they need to keep up to date with what their patients are seeing in terms of their medical conditions - and how patients are reviewing their skills and bedside manner on online rating sites.

Millennial HCPs also crave speed. One thought leader defined younger HCPs as having a siege mentality, given the constant flow of digital communications, patient needs, and

administrative requirements. Not surprisingly, they prefer content in the quick, engaging, interactive "snacking" formats that they've literally grown up with. Less is definitely more with this audience: think visuals and graphics that don't require long load times and concise copy, like 15-second videos rather than long-form spots, and quick tweets, pithy emails, Instagram patient stories, and testimonials instead of paragraphs of brand and marketing copy. Even rep videos should have more in common with Twitch and Tik-Tok than Twentieth Century Fox.48

Implication for marketers: Authenticity, empathy, transparency and science are key to creating trusted social interactions, as is providing content in formats that resonate with this younger generation of professionals.

^{43.} https://www.visualcapitalist.com/how-millennial-doctors-are-transforming-medicine/
44. https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0228372
45. https://decisionresourcesgroup.com/blog/meet-the-millennial-physicians-young-mobile-and-harder-to-reach/
46. https://www.mmm-online.com/home/channel/features/the-new-face-of-the-american-doctor-how-marketers-can-adjust-appeals-to-reach-them/
47. https://medcitynews.com/2020/01/addressing-the-needs-of-the-millennial-physician/
48. https://www.mmm-online.com/home/channel/features/the-new-face-of-the-american-doctor-how-marketers-can-adjust-appeals-to-reach-them/



HCPs SPEAK MULTIPLE "LANGUAGES"

Sermo did a fascinating study which shows how differently doctors communicate on HCP-only networks - what we called "walled gardens" - versus public social media sites, literally choosing different words and topics, depending on the channel and audience. Comparing conversations on Sermo and Twitter, they found that:49

- Conversations in the "walled garden" of HCP-only sites are more intimate. It's a place where doctors feel comfortable telling stories about troubling or successful cases. and sharing their personal experiences. All of this is in the context of strictly-enforced privacy rules and physicians' own knowledge of HIPAA. Doctors also use the "walled gardens" for crowdsourcing information and answers from peers, asking specific colleagues for advice on knotty treatment problems, as well as what Sermo calls "lounge talk" - professional banter, jokes, and personal conversations.
- Consumer platforms, on the other hand, are less likely to be used for shared peer conversations, and more for information**sharing and reputation-building.** Doctors use Twitter, for instance, to amplify practice news, third-party medical news like clinical trial results, and articles and opinions about diseases, treatments, public health, and patient compliance.

The words physicians choose on each of these sites give marketers a clue not just what to talk to them about, but literally how to write their posts. How do we know HCP social media sites are used to share and get feedback on personal stories? Because virtually 100% of the posts in Sermo use the word "I" (v. 3% of HCP posts on Twitter). The most-used word in posts are patient or patients, followed by words like know, need and care. HCP posts on consumer social media, though, feel more like public service announcements, with words like new, study, major, risks and involved, as well as disease states like 'obesity', 'diabetes' and 'weight'. 50 While this study was done before the pandemic, we know that the pattern holds true.

And again, not every HCP is the same. **Specialists** use the language of their field, while PCPs often prefer simple human terms to sophisticated scientific language. Humor and creativity, though, are valued: in one survey, 62% of PCPs said they appreciate humor in pharma marketing, and half said they enjoy seeing unique creative approaches.⁵¹

Not surprisingly, the language HCPs use is a rich resource for research: analyzing where and how HCPs use social to talk about your brand, business, competitors, patients, and relevant diseases or conditions can help you plan content, tactics, and outreach to your HCP stakeholders.⁵²

Implication for marketers: Consider the way HCPs speak to each other, based on their specialty and the social platforms they choose, to create posts and communications that resonate with them.

^{51.} https://www.fiercepharma.com/marketing/give-it-to-us-straight-doctors-tell-pharma-advertisers-but-being-funny-ok-too 52. https://creation.co/knowledge/why-hcps-use-social-media-in-their-professional-lives/



BEST IN CLASS

Too many pharma marketers leave their social media presence up to others, so that when users do search, they find third-party opinions, news, reviews and other posts that may or may not help the brand. Here are our picks of three marketers who are more aware of the power of social to polish their brand image, connect with HCPs, and provide unique and valuable information.

Sanofi US celebrates clinicians on Facebook and offers education that both HCPs and patients value.

They use multiple platforms, including LinkedIn, to invite HCPs to participate in conference events and amplify news and data.









Sanofi Facebook US Chris Sarchi on LinkedIn



Eli Lilly uses Twitter to let users know of scientific innovation:







KEY TAKEAWAYS

- HCPs use social media for a wide range of reasons, in both traditional consumer platforms, as well as the "walled gardens" of HCP-only networks. What they do and how they communicate is different in each type of platform.
 - Consider the way HCPs speak to each other, based on their specialty and the social platforms they choose, to create posts and communications that resonate with them.
- Authenticity, empathy, transparency and science are key to creating trusted social interactions.
 - Remember that typical "marketing" speak will not fly on HCP social.
- Younger HCPs will be the majority very soon: provide content in formats that resonate across all of the platforms they use personally and professionally.
 - When considering social media platforms, don't forget about TikTok, Twitch, and other new sites that younger HCPs are already using.

- HCP influencers can be highlyregarded KOLs or emerging HCPs finding their voices in community groups and discussions.
 - Influencers can come in all forms: consider the best voices to amplify your messages.
- Marketers need to ensure that their social media program is uniquely theirs, posting consistently and frequently on topics HCPs want to learn about, talk about, and share with their colleagues.



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Social advertising has taken over as one of the best ways for brands to market to either a broad or targeted demographic of potential buyers.

Despite its widespread use, however, many companies still get social marketing wrong. Even further, as you examine marketing strategies, you start to realize that there are myriad ways to get corporate social ads wrong and only a few ways to get them right.¹

- AdAge Collective, October 2020



HCPs USE OF THE BIG FOUR



If social media is hard for consumer brands, it's doubly so for brands marketing to healthcare professionals. Finding them, talking to them, and most importantly, sharing information they'll value is a challenge that rewards those brands who take the time to do it right.



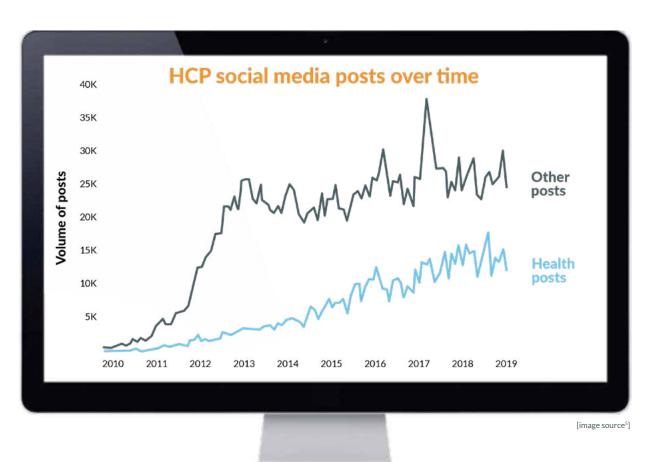
While HCPs turn to social media to find new patients and to communicate with consumers, they also use it to bolster their own professional reputations, knowledge, and network.



It may surprise you to know that in addition to the "walled gardens" that we'll talk about in Chapter 3, HCPs use public social platforms to discuss practice and treatment questions with their peers, as well as learn about brands, diseases, clinical data, study results, and scientific breakthroughs.²



HCPs' professional participation in social media, according to HealthLink Dimensions' 2020 Communications Report, is up a whopping 35% since just a year ago.³ And while they may enjoy a good cat video as much as the rest of us in their downtime, HCPs are most definitely discussing healthcare on public social media channels,4 including Facebook, Instagram, Twitter, and LinkedIn.



https://creation.co/knowledge/doctors-conversations-on-private-and-public-networks/

https://healthlinkdimensions.com/email-deployment/healthcare-marketing-email-deployment/5-strategies-for-marketing-to-doctors-on-linkedin/http://www.pmlive.com/blogs/digital_intelligence/archive/2019/transformation_in_healthcare-professionals_digital_behaviours http://www.pmlive.com/blogs/digital_intelligence/archive/2019/transformation_in_healthcare_professionals_digital_behaviours



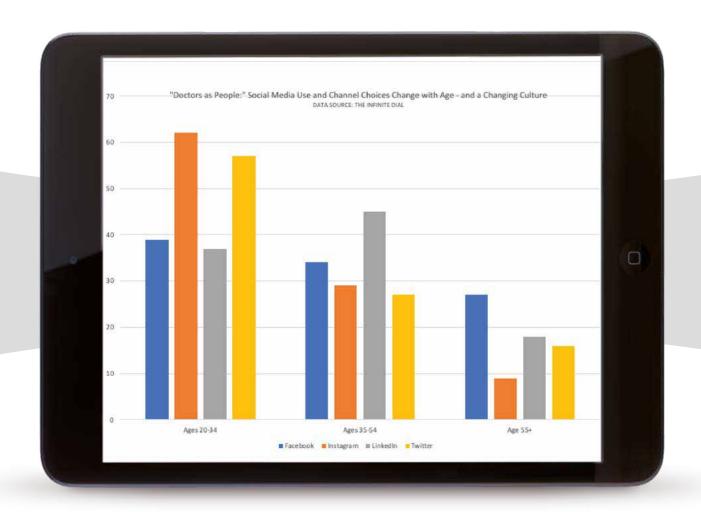
In this chapter, we'll focus on today's Big Four: Facebook, Instagram, Twitter, and LinkedIn all popular with HCPs for professional as well as personal reasons. (Bear in mind, those channels won't remain HCPs' first choice forever; keep an eye on what rising graduates are using for a clue as to what will be popular among HCPs in 5 years.)

Survey data from the Infinite Dial (Edison Research and Triton Digital), revealed that younger users not only use social media more in general, but spend more time on different channels. 6 So where Facebook and LinkedIn are more popular with older HCPs, younger users veer toward Instagram and Twitter.

Importantly, every social media platform fills a slightly different function in an HCPs' life and practice; how well you understand those nuances can be the difference between a successful campaign or one that falls flat.

As to what kind of content HCPs gravitate to, education is a clear winner while product information is a strong second.⁷

As you think about how to use these public channels in your social media strategy for HCPs, keep in mind these seven guidelines for every channel you choose to use:



11. https://www.symplur.com/healthcare-hashtags/medtwitter/
12. https://s.sermo.com/rs/239-PZX-356/images/Sermo_The_Digital_Day_of_an_HCP_2019.pdf?&utm_campaign=klickhealth&utm_medium=klick_wire&utm_source=klickhealth&utm_content=kwire_hcp-day_20190520

https://intrepy.com/12-medical-marketing-strategies-practice/#social-media-marketing
https://healthlinkdimensions.com/wp-content/uploads/2019/05/Medicine-on-the-Move-Final-Version.pdf
https://healthlinkdimensions.com/wp-content/uploads/2019/05/Medicine-on-the-Move-Final-Version.pdf
https://sermo.com/rs/239-PZX-356/images/Sermo_The_Digital_Day_of_an_HCP_2019-pdf?&utm_campaign=klickhealth&utm_medium=klick_wire&utm_source=klickhealth&utm_content=kwire_hcpday_20190520

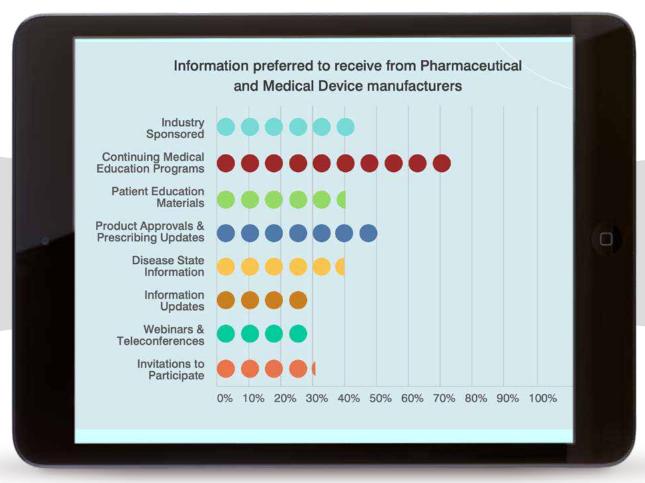
^{10.} https://www.google.com/search?q=top+hashtags+twitter+medical&client=firefox-b-1-d&source=Int&tbs=qdr:m&sa=X&ved=2ahUKEwjo0c_d8MPtAhVUBc0KHW69CdUQpwV6BAgXECI&bi-w=1317&bih=702



- 1. Understand how HCPs are using each channel to connect and share professionally.
- 2. Be an active manager of your social media accounts: follow, share, and post frequently with visually-driven content. Remember that branded posts need to include Fair Balance language.
- **3. Focus your content** on subjects of interest to your target HCPs, which may mean setting up multiple accounts per platform.9
- 4. Maximize your hashtag strategy. some of the general hashtags followed or searched out by HCPs include #tipsfornewdocs, #medtwitter, #HCPs, #somedocs, #HCSM (for Health Care Social Media), #MDChat, #MedED, #clinicaltrials, and #Health21, as well as brand

- names, conditions, associations, journals, and conferences. 10,11
- **5.** Research what HCPs are saying in each channel. Reflect and respond to the terms, topics and questions they bring up.
- **6. Optimize for mobile.** According to Sermo, 74% of physicians start their day, and 52% end their day on their phones.12
- 7. Work with an expert. Platform rules for content, and paid and branded advertising - for pharma in particular - are constantly changing, sometimes overnight: running without expert advice can risk poor targeting, low ROI, and even a letter from the FDA.

Read on for a deeper dive into how today's HCPs use Facebook, Twitter, and more.



[image source:Healthlink8]

https://intrepy.com/12-medical-marketing-strategies-practice/#social-media-marketing
https://healthlinkdimensions.com/wp-content/uploads/2019/05/Medicine-on-the-Move-Final-Version.pdf
https://healthlinkdimensions.com/wp-content/uploads/2019/05/Medicine-on-the-Move-Final-Version.pdf
http://s.sermo.com/rs/239-PZX-356/images/Sermo_The_Digital_Day_of_an_HCP_2019.pdf?&utm_campaign=klickhealth&utm_medium=klick_wire&utm_source=klickhealth&utm_content=kwire_hcpday_20190520
https://www.google.com/content=2-to-to-ut-of

^{10.} https://www.google.com/search?q=top+hashtags+twitter+medical&client=firefox-b-1-d&source=Int&tbs=qdr:m&sa=X&ved=2ahUKEwjo0c_d8MPtAhVUBc0KHW69CdUQpwV6BAgXECI&biw=1317&bih=702

^{11.} https://www.symplur.com/healthcare-hashtags/medtwitter/
12. https://s.sermo.com/rs/239-PZX-356/images/Sermo_The_Digital_Day_of_an_HCP_2019.pdf?&utm_campaign=klickhealth&utm_medium=klick_wire&utm_source=klickhealth&utm_content=kwire_hcp-day_20190520





FACEBOOK: THE DAILY NEWSFEED

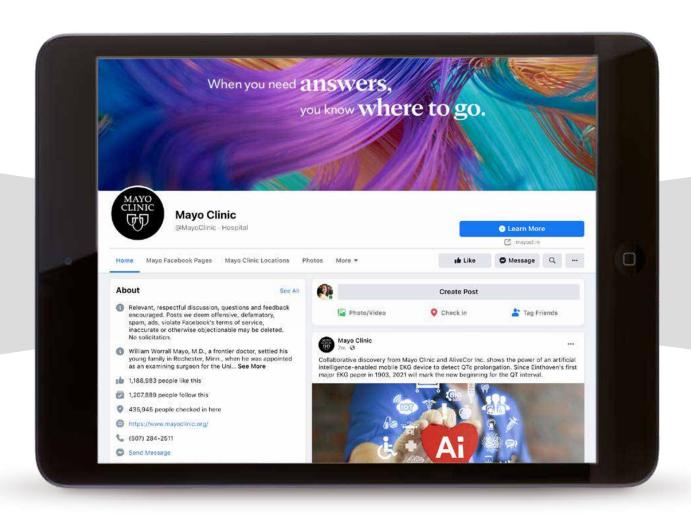
There are four major ways HCPs use Facebook in addition to individual accounts:

Facebook Groups:

There are hundreds of Facebook groups started by doctors, for doctors, with memberships ranging from a few hundred to tens of thousands. 13 Some of these are open to all, to increase public awareness and motivate behavior change, while private groups exist for sharing personal and patient stories.14

Practice Pages:

Many physicians use Facebook to grow their practices, offering prospective patients an easy way to learn about the staff, their safety precautions, insurance acceptance, and other important points. Some doctors use their page to share links, videos, and other public health information. Some allow patients to instant message (IM) them for important questions.15



^{13.} https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7494133/ 14. https://www.mdsearch.com/physician-careers/physicians-on-facebook 15. https://www.mdsearch.com/physician-careers/physicians-on-facebook

^{16.} https://pharmaphorum.com/views-analysis-digital/whathcpsthink-5-digital-behaviours-when-hcps-use-social-media/17. https://powerfulpatients.org/2019/12/18/health-care-and-social-media-importance-of-facing-their-challenges/18. https://www.mdsearch.com/physician-careers/physicians-on-facebook 19. https://www.facebook.com/MayoClinic





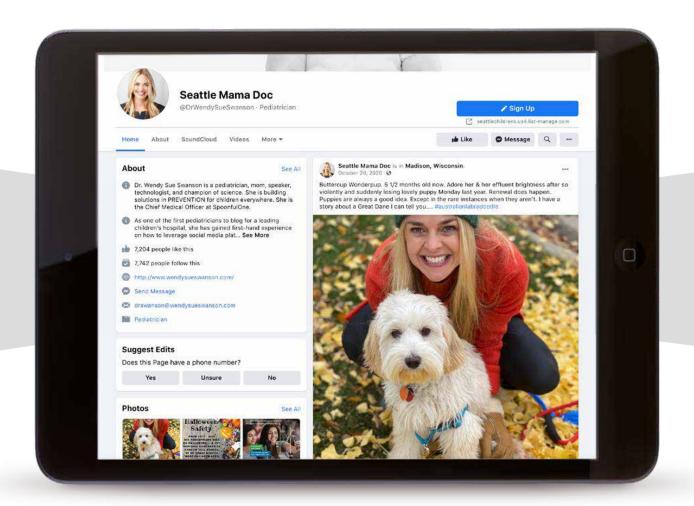
FACEBOOK: THE DAILY NEWSFEED

Influencers:

In addition to practice information, many HCPs are Facebook influencers, covering topics relevant to their specialties and patient needs in formats ranging from quick posts to videos to blog links. For example, Seattle pediatrician @ DrWendySueSwanson regularly posts information about her practice as well as childhood health issues to her 7000+ followers.16

Institutional Pages:

99% of hospitals in the U.S. have an active Facebook page¹⁷ for recruiting patients as well as staff. These pages offer an easy-to-access look at where they are, what they offer, and links to more content. 18 The Mayo Clinic offers its Facebook page as a place for "relevant, respectful discussion, questions and feedback" for its half-million followers.1



^{13.} https://www.ncbi.nlm.nih.gov/pmc/articles/PMC7494133/ 14. https://www.mdsearch.com/physician-careers/physicians-on-facebook 15. https://www.mdsearch.com/physician-careers/physicians-on-facebook

^{16.} https://pharmaphorum.com/views-analysis-digital/whathcpsthink-5-digital-behaviours-when-hcps-use-social-media/17. https://powerfulpatients.org/2019/12/18/health-care-and-social-media-importance-of-facing-their-challenges/18. https://www.mdsearch.com/physician-careers/physicians-on-facebook

^{19.} https://www.facebook.com/MayoClinic



BEST IN CLASS

We like how Moderna, one of the leading Covid-19 vaccine makers, has a straightforward, science-first approach to its Facebook page.²⁰ By keeping their content focused on evidence, they are providing the information HCPs are most interested in right now.

In contrast, Pfizer, a giant in the fight against Covid, uses its Facebook feed for news on everything, from its vaccine to campaigns about cardiac and blood disorders, to sharing social justice initiatives. All important and worthy information, but not geared toward providing data to busy doctors on the platform they use daily.

Implications for Marketers

A branded Facebook page with content that's fresh, frequent, and factual is the first foundational step for anyone searching out your brand. But what many marketers fail to do is take that next step to actively participate in the conversations that make FaceBook a go-to destination for so many HCPs.

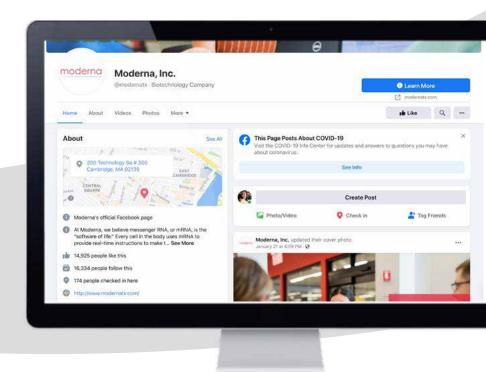


What can that look like?

- A Facebook account or newsfeed specifically for scientific data, clinical trial recruitment and results, real-world evidence, and educational opportunities and materials
- Ads that target HCPs' day-to-day needs²¹
- Native paid content that offers scientific and/ or educational value
- Support and sponsor relevant Facebook Groups
- Active social media management that adds relevant commentary to appropriate groups and HCP discussions



- Corporate updates
- Internal news and events (save those for your employee-focused channels and accounts)
- Content that tries to be all things to all stakeholders





INSTAGRAM: WHERE INFLUENCERS CAN BE THEMSELVES

As Facebook's more visual sister platform, Instagram (IG, or Insta to its friends) uses the immediacy of pictures and videos to transcend language for its billion monthly users.

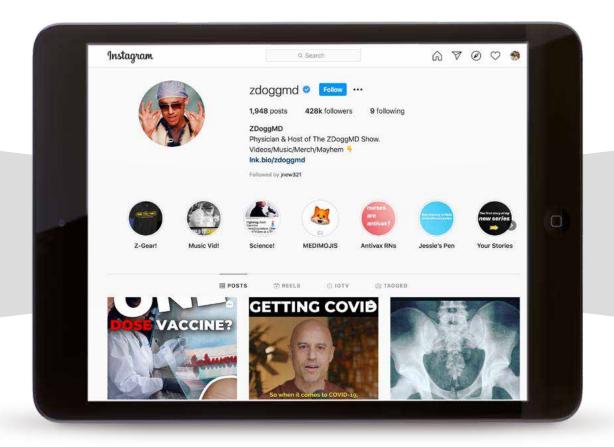
HCPs often use Instagram to humanize the daily grind of



being a medical professional, posting selfies in scrubs and behindthe-scenes pictures of operating rooms pre- or post-surgery. Insta Stories and Instagram Live allow doctors to bring their practices to life, sometimes seriously, sometimes humorously. You may have heard of @ ZDoggMD, in real life Dr Zubin Damania, who became a popular healthcare influencer through his musical takes on everything from combating

vaccine misinformation to supporting nurses.²²

Other influencers bring a unique blend of the personal and professional, like ER resident and heart-transplant recipient Dr. Alin Gragossian, who posts on @a_change_of_heart_blog. Alin combines her own story with inspiration and resources for transplant patients and families.²³





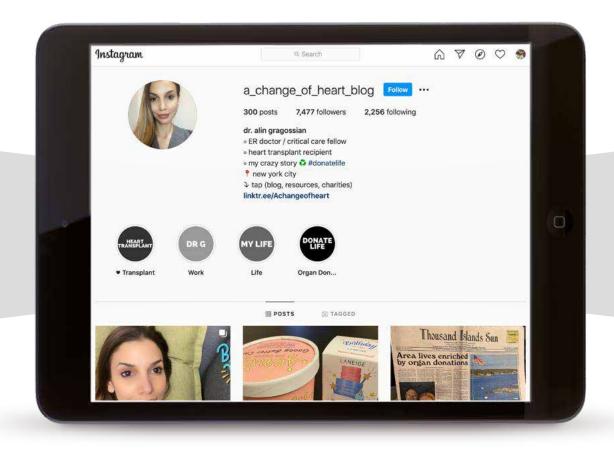
INSTAGRAM: WHERE INFLUENCERS CAN BE THEMSELVES (CONT'D)

This kind of authenticity and ability to be "themselves" seems to be the reason that patients engage with HCPs on Instagram more than on other social media platforms, often in Q&A sessions led by the doctor.²⁴

Instagram is also an educational resource, especially for younger HCPs.

In a post ironically shared on LinkedIn, one physician wrote that "in the last 6 months I have learned more medicine from Instagram than any other source." Citing content that is more "digestible" than textbooks, and the ability to interact with a specific medical community, some of the educational influencers mentioned include

@eddyjoemd, "who brings evidence-based medicine to the front lines" and @ justageneralsurgeon, who offers "a first-person view of his actual surgical procedures." 25





BEST IN CLASS

We enjoyed Merck's cheeky take in promoting 2019's Infectious Disease Week, using all of Instagram's visual capabilities to bring viewers into the experience, and appreciate Sanofi's more serious educational efforts on rare diseases, which include quizzes and videos to help HCPs to get a quick understanding of the disease.²⁶



Implications for Marketers

Just as with Facebook, it's important to go beyond a single Instagram account that broadcasts content.

- Consider your target HCPs: what behindthe-scenes content would they value?
 What makes it personal?
- Consider teaming up with relevant influencers to talk about science and myth-busting.
- Use the tools that make Instagram fun, even for doctors.
- Include interactive tools like quizzes for instant education.
- Have an active hashtag strategy.



- Static or infrequent posts
- Impersonal content
- Content that tries to be all things to all stakeholders





TWITTER: ON-THE-SPOT CONVERSATIONS

For Pharma brands, it's an important place to be, with over 640,000 HCPs on Twitter globally,²⁷ and a format that is the definition of the quick, snackable content that HCPs increasingly prefer. Twitter is where HCPs look for news and conference updates, and for an increasing number, it's one of the main public platforms where they use their voice to share science and data that support



public health. And they are often influenced by what they learn, including how they make treatment decisions.28

Twitter is a vibrant platform. There is actually a scholarly article in the Journal of Medical Internet Research that reports more than 140 different ways HCPs use Twitter.²⁹

To take full advantage of the platform to engage with them, consider:

- Teaming up with or sponsoring public influencers or micro-influencers
- Promoting the proactive health measures³⁰
- Creating or sponsoring Twitter chats and/or Twitter Journal Clubs 31,32
- Amplifying speaker presentations from conferences or webinars 33,34
- Posting new data or treatments³⁵
- Sharing personal perspectives from influencers and micro-influencers, as well as in-house HCPs 36
- Offering patient stories and case studies 37



- Posting only content about your brand product
- A single handle for multiple types of content
- Treating Twitter as a broadcast medium instead of a tool for engagement and interactivity



- 27. https://pharmaphorum.com/views-analysis-digital/whathcpsthink-5-digital-behaviours-when-hcps-use-social-media/

- 27. https://pharmaphorum.com/views-analysis-digital/whathcpsthink-5-digital-behaviours-when-hcps-use-social-media/
 28. https://avanthc.com/digital-opinion-influencers-vs-kols/
 29. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/
 30. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/
 31. https://pharmaphorum.com/views-analysis-digital/whathcpsthink-5-digital-behaviours-when-hcps-use-social-media/
 32. https://jamanetwork.com/journals/jamadermatology/article-abstract/2762875
 33. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/
 43. https://mergeworld.com/news/merge-insights/how-to-target-hcps-in-social?returnUrl=https%3A%2F%2Fmergeworld.com%2Fnews%3Fpage%3D2
 35. https://pharmaphorum.com/views-analysis-digital/whathcpsthink-5-digital-behaviours-when-hcps-use-social-media/
 36. https://twitter.com/gradydoctor?ref_src=twsrc%5Egoogle%7Ctwcamp%5Eserp%7Ctwgr%5Eauthor
 37. https://creation.co/knowledge/why-hcps-use-social-media-in-their-professional-lives/



BEST IN CLASS

Boehringer Ingleheim has put multiple Twitter accounts to use, both on a regional basis and by subject matter.³⁸ For instance:

- @Boehringer bio shares the latest company biomedical news, research, clinical trials, and reports
- @boehringerlabs tweets about medical devices in the areas of respiratory therapy, autologous blood recovery, suction controls and minimally invasive surgery
- @Boehringer_AH, the company's global Twitter channel for their Animal Health business, tweets about, you guessed it, animal health and related company news.



Implications for Marketers

Since Twitter has restrictions on pharmaceutical advertising, it's important to supplement any paid ads with an active presence on the platform. 40 Consider multiple accounts to focus content and:

- Support and amplify relevant HCP discussions.
- Sponsor and/or participate in Twitter Chats (including but not limited to medical conferences) and Journal Clubs.
- Support medical schools and students with educational opportunities and materials.
- Announce clinical trial recruitment and results.
- Offer timely access to new data and scientific innovations.



- Infrequent, low-value posts
- Content that tries to be all things to all stakeholders





LINKEDIN: WHERE HCPs GO TO WORK

Did you know that doctors use LinkedIn too? 90% have a LinkedIn profile, and according to a Sermo study, LinkedIn is the #1 network for HCPs looking for new jobs. 41,42 In the last year, LinkedIn reported a surge in HCP activity, with a 60% increase in content creation and a 55% increase in conversations.43



Because it is a businessoriented platform. LinkedIn is where HCPs truly manage their professional reputations

expanding their audience and influence among professional peers, enhancing their reputation for thought leadership, and creating opportunities to be found on search engines. Beyond that, LinkedIn is naturally a leading source of networking for jobs, recruiting for employees, and even finding professional mentors And like the other social platforms, LinkedIn provides opportunities to both teach and learn 44



^{41.} https://www.sermo.com/doctors-use-social-media/
42. https://www.meddatagroup.com/resource/physician-online-in-app-behaviors/
43. https://business.linkedin.com/marketing-solutions/blog/marketing-for-healthcare-services-/2020/measuring-healthcare-marketing-s-worth--6-steps-to-drive-growth
44. https://healthcaresuccess.com/blog/doctor-marketing/reasons-doctors-need-linkedin.html



literally call out to HCPs, flagging content

BEST IN CLASS

AstraZeneca has amassed 15 million followers on LinkedIn,45 with posts highlighting team members' professional expertise as well as conference insights and scientific innovations. We especially like posts that literally call out to HCPs, flagging content for their attention.⁴⁶

LinkedIn, unlike other public platforms, allows marketers to target ads, articles, and other thought leadership by profession, as well as keywords relating to education, job experience, and interests.⁴⁷ And while LinkedIn has a robust platform for paid ads, an active presence on the platform will add authenticity, amplification, and credibility 48

Activities to consider:

- Support and amplify relevant HCP posts
- Sponsor and/or participate in LinkedIn Events and Groups
- Sponsor conference updates and other relevant third-part announcements
- Offer a window into how employees created or added value to a relevant therapy
- Support your employees' efforts to post with relevant educational material for HCPs themselves, as well as for their patients
- Don't forget your hashtags



- Using LinkedIn home pages to redirect users to company websites
- Infrequent, low-value posts
- Content that is only about company financials



KEY TAKEAWAYS

- Public social media channels are valuable places to target HCPs as long as you're aware of both the platform rules and the way HCPs use each specific site.
- Every platform has its own macro and micro-influencers.
- Facebook is doctors' everyday newsfeed for professional news and links to longform content.
- Instagram is a highly visual medium with opportunities for brands to express their personalities – both silly (when appropriate) and serious.
- Twitter is HCPs' real-time conversation platform.
- LinkedIn is the place where HCPs focus on their reputations, personal brands, and careers.



DOCTORS' SAFE HAVEN

Virtually all US physicians and a sizeable chunk of global HCPs are members of one of the secure. HCP-only social networks. Whether they are there to consume, create, or share information, these are resources they turn to again and again for professional collaboration, unfiltered discussions, and specific influencer content. A recent survey of HCP social media users revealed that 89% find social media to be an effective professional communications channel, as well as a trusted source for learning about new treatments, treatment data, and disease education.1

And their use is only going to grow. The combined trends of COVID-19 and the proportion of younger HCPs in the workforce have made HCP social media one of the hottest growth areas for physician **communication**. Sermo, Doximity, and Skipta have all reported massive spikes in subscriptions, visits, time spent on site, and even the energy of HCP discussions.^{2,3}

This is all good news for brands, who have opportunities to reach and form relationships with highly targeted HCPs even in these walled gardens. While every platform has its own rules and regulations, savvy marketers can be assured that thoughtful communications, from online lectures, to sponsoring virtual events, to providing timely scientific updates will be welcomed. These sites are also invaluable for research: you won't find a better way to conduct social listening among the people who actively use and recommend your treatments (or your competitors').

That said, HCPs don't join walled gardens to see brand ads, so it's critical to tread lightly.4 Unlike on the public sites, brands can't simply buy ads on the platform; interactions are curated, vetted, and approved by each platform individually.5 Let's take a look at the four major players to help you start thinking about your strategy.





SERMO: THE GLOBAL MEDICAL CROWDSOURCING PLATFORM

Just a year after Facebook launched, Sermo began as a way for doctors to safely report adverse events to their peers. Now a global platform for M.D.s and D.O.s representing almost 70 specialties in 150 countries,

Sermo hosts 800,000 HCPs for membercreated secure discussions. 6,7,8 The only HCP social platform that allows members to remain anonymous, Sermo is even more likely to be the place where HCPs express their most honest, unfiltered opinions.9

Sermo is the dominant social engagement platform for HCPs. Like a Facebook for physicians, Sermo feeds, curated by specialty, crowdsource insights on cases, treatments, conditions, and medications. Clinicians can

rate drugs, participate in polls and surveys, seek peer advice, share cases, and converse with each other. This is the platform to understand physician attitudes, behaviors, and trends.

Members log in to Sermo 5-6 times per week¹⁰ engaging with an average 10+ posts, including pharma-generated content. 11 And HCPs value the content they see: 93% of members report routinely learning new things that benefit their practice. 12 The top five topics physicians look for on Sermo include: 13,14

- Updates from medical congresses
- Results of clinical trials
- Peer reviews of medical treatments
- Case studies with RWE
- CMEs



- 6. https://en.wikipedia.org/wiki/Sermo
- . https://www.sermo.com/about/

- 7. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/ 9. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/ 10. https://www.fercepharma.com/marketing/yelp-for-drug-reviews-doc-only-social-media-sermo-nears-one-million-ratings
- 10. https://www.fiercepharma.com/marketing/yelp-for-drug-reviews-doc-only-social-media-sermo-nears-one-million-ratings
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 12. http://s.sermo.com/rs/239-PZX-356/images/Sermo_The_Digital_Day_of_an_HCP_2019.pdf?&utm_campaign=klickhealth&utm_medium=klick_wire&utm_source=klickhealth&utm_content=kwire_hcpday_20190520
 13. http://s.sermo.com/rs/239-PZX-356/images/Sermo_The_Digital_Day_of_an_HCP_2019.pdf?&utm_campaign=klickhealth&utm_medium=klick_wire&utm_source=klickhealth&utm_content=kwire_hcpday_20190520
 14. Source: Internet Trends 2019, https://www.vox.com/recode/2019/6/11/18651010/mary-meeker-internet-trends-report-slides-2019





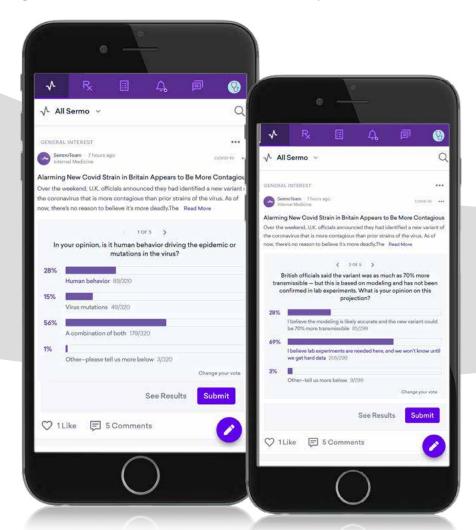
HOW SERMO MOTIVATES HCP ENGAGEMENT

One of the most popular features on Sermo, and one of the most useful for marketers is its **doctor-submitted drug rating system**, with almost a million unique ratings in virtually every treatment category. Oncology brands, take note: ratings for cancer treatments are one of the most visited categories, with treatments for specific diseases such as breast cancer and multiple myeloma generating thousands of reviews. According to Sermo, 74% of their members plan to use the ratings again when doing research for treatments, and 50% changed their opinions about a drug after reading the ratings.

Sermo is also a great way for HCPs to share opinions and to see if their perspectives align with their colleagues across the globe.

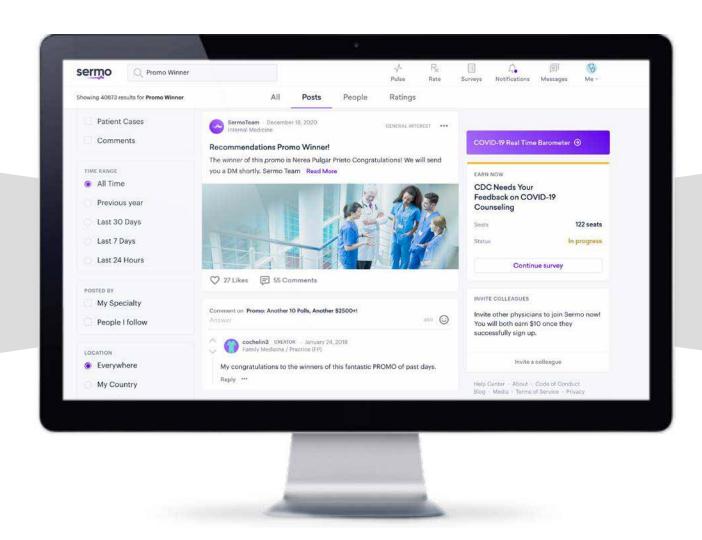
Sermo polls HCPs on a regular basis, asking members for input across a myriad of topics. The results of these surveys and polls offer tremendous insight into what's on the minds of HCPs with regard to a particular subject. Brands can trigger follow-up emails based on answers to specific poll questions.

These non-compensated/non-incentivized engagements demonstrate the potential interaction Sermo creates, as seen in these examples about COVID-19 in Britain:







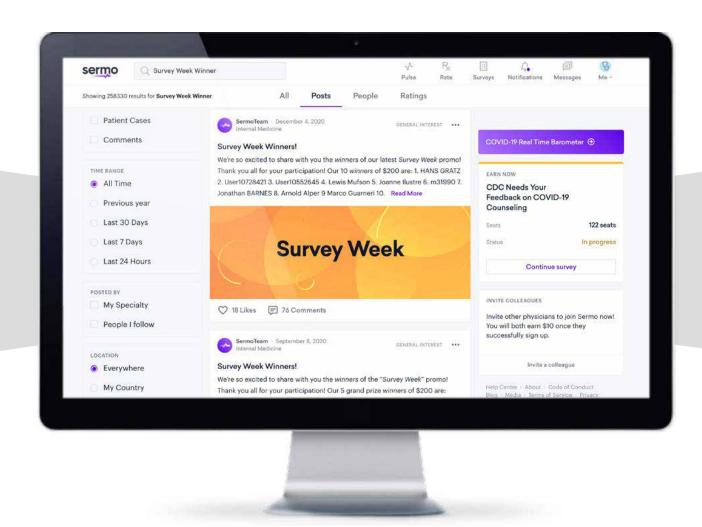


Sermo Promos is another way the site gets users talking and sharing. Promos can be co-created with sponsors to stimulate interest, foment discussions around a particular topic, and elicit thinking around an approach.

41. https://www.sermo.com/doctors-use-social-media/
42. https://www.meddatagroup.com/resource/physician-online-in-app-behaviors/
43. https://business.linkedin.com/marketing-solutions/blog/marketing-for-healthcare-services-/2020/measuring-healthcare-marketing-s-worth--6-steps-to-drive-growth
44. https://healthcaresuccess.com/blog/doctor-marketing/reasons-doctors-need-linkedin.html







Sermo Surveys are a little different from polls in that HCPs receive an honorarium for their time; that means surveys can be deeper and be run by sponsors for HCP opinions on any relevant subject, from products and treatments to shared decision making.

41. https://www.sermo.com/doctors-use-social-media/
42. https://www.meddatagroup.com/resource/physician-online-in-app-behaviors/
43. https://business.linkedin.com/marketing-solutions/blog/marketing-for-healthcare-services-/2020/measuring-healthcare-marketing-s-worth--6-steps-to-drive-growth
44. https://healthcaresuccess.com/blog/doctor-marketing/reasons-doctors-need-linkedin.html

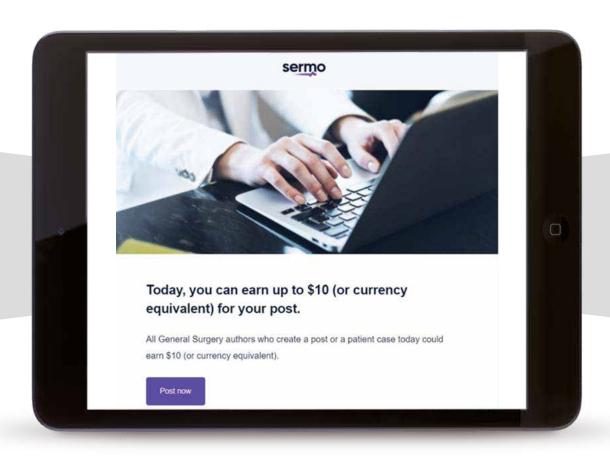




Another incentivized activity is Sermo's **by-invitation-only** opportunity for HCPs to post opinions on topical matters; accepted posts earn HCP site credits or currency.

How brands can partner with Sermo: 17

- Brand promotion: Sermo accepts in-feed units and sponsored posts.
- Market research: Sermo offers both custom surveys and subscriptions to its RealTime platform to field research to your target HCP segments around the world. 18
- **Social listening:** You can evaluate HCP conversations, as well as use the drug ratings database for valuable insights about HCP experiences with your brand and your competitors.¹⁹
- Direct engagement: Your in-house HCPs can join conversations to (respectfully) understand what's behind current perceptions of your treatments — even your marketing and messages.²⁰
- **Sponsor or co-create** Sermo Surveys, quizzes, panels, polls and more.²¹



^{17.} Sermo 18. https://avanthc.com/the-medium-is-the-message-the-value-of-hcp-social-media/

^{10.} https://www.fiercepharma.com/marketing/sermo-drug-ratings-system-grows-to-thousands-doctor-reviews-after-just-one-year 20. https://www.fiercepharma.com/marketing/sermo-drug-ratings-system-grows-to-thousands-doctor-reviews-after-just-one-year 21. https://www.mmm-online.com/home/channel/media-news/sermo-and-everyday-health-partner-in-advertising-research-deal/

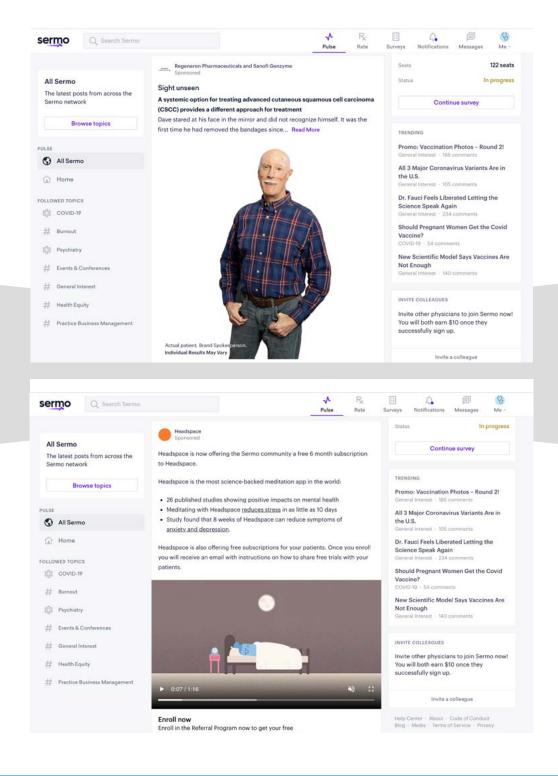




BEST IN CLASS

We like Regeneron's use of a patient narrative to generate interest in their new treatment approach for advanced cutaneous squamous cell carcinoma.

Headspace is **proactively creating HCP influencers** for its app by offering Sermo members free subscriptions.







DOXIMITY: THE LARGEST US HCP NETWORK

With over a million members, **Doximity is the largest** professional medical network in the United States, including three-quarters of all U.S. physicians, 90% of fourth-year medical students, and 45% of all nurse practitioners and physicians' assistants.²² Even those physicians who aren't registered members can be reached via Doximity's national database of demographic and contact information for all U.S. physicians.^{23,24,25}

Doximity was created to increase efficiency for healthcare providers in helping patients;²⁶ its appbased workflow tools are an important part of how HCPs communicate with colleagues and patients. Use of their telehealth platform, Doximity Dialer and Doximity Dialer Video, has exploded since COVID-19, going from a million calls a month to a million calls per day.²⁷

Doximity is also the leading professional job board. With very few clinical conversations and limited sharing, medical content comes from wellestablished sources like academic centers, clinical associations, journals, and medical associations. Content is curated by medical specialty. but with little or no means for interaction and insights.



^{22.} http://messagelabmedia.com/marketing-on-doximity-what-you-need-to-know/
23. https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4103576/
24. https://www.healthtechzone.com/topics/healthcare/articles/2020/06/02/445587-doximity-dialer-video-bridging-telemedicine-divide.htm

[.] https://avanthc.com/the-medium-is-the-message-the-value-of-hcp-social-media/ . https://www.healthtechzone.com/topics/healthcare/articles/2020/06/02/445587-doximity-dialer-video-bridging-telemedicine-divide.htm

^{27.} https://www.healthtechzone.com/topics/healthcare/articles/2020/06/02/445587-doximity-dialer-video-bridging-telemedicine-divide.htm

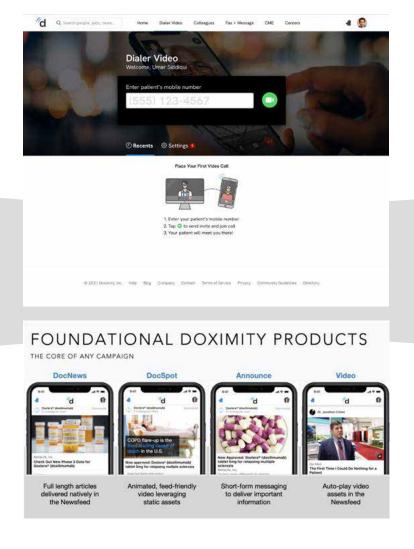




How brands can partner with Doximity:

Doximity encourages contentdriven partnerships with pharmaceutical marketers.²⁸ After each campaign, Doximity provides both performance metrics and contact information for members who engaged with the material.²⁹

- **Sponsor content:** More than a million articles are read every month on **DocNews**, Doximity's newsfeed. Brands can run Sponsored Stories in the DocNews feed for 28 days, with anything from links to whitepapers and webinars, to events and announcements, to video content. 30
- Create a short animation featuring your existing assets for **DocSpot**.31
- **Send messages:** Colleague Connect, Doximity's physician-to-physician messaging platform, allows marketers to send messages that blend promotion with relationship-building. Popular examples include announcements about new data, study results, and partnerships.³²



^{28.} https://glasscanopy.com/marketing-to-doctors-part-4-lead-generation/
29. http://messagelabmedia.com/marketing-on-doximity-what-you-need-to-know/
30. http://messagelabmedia.com/marketing-on-doximity-what-you-need-to-know/
31. https://blog.hospitalsolutions.doximity.info/blog/the-secret-sauce-of-our-client-success-team
32. http://messagelabmedia.com/marketing-on-doximity-what-you-need-to-know/





SKIPTA: MICRO-TARGETING OPPORTUNITIES

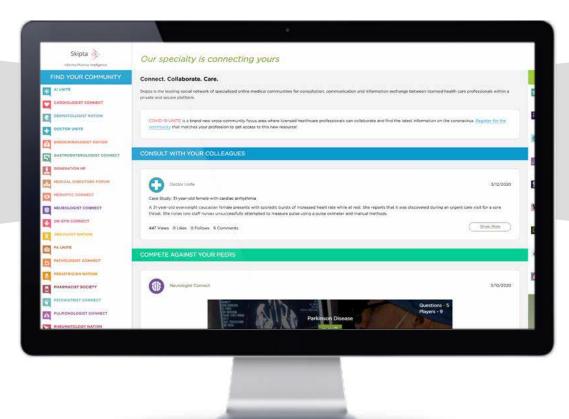
Skipta, founded in 2009, has more than 700,000 verified U.S. HCPs and medical students signed on to its platform. Skipta is a series of private, heavily gated, specialty communities where case sharing and clinical conversations are the name of the game. Scientific and medical news is curated: physicians can participate in medical case challenges to test or show off their diagnostic or treatment skills. Skipta offers insights into the mindsets and workflows of active physicians. Hosting more than 30 online medical micro-communities.

from "Cardiologist Connect" to "Urology Nation," as well as focused discussions on specific conditions, from COVID-19 to diabetes to sleep disorders, Skipta lets specialists and HCPs interested in specific diseases and conditions easily find colleagues and peers for specific conversations and questions.³³ The community micro-sites also house libraries, discussion groups, calendar postings, and alerts.

Going deeper into those communities, **HCPs can find even more specific, targeted areas**. In the Medical Directors

Forum, for example, members can find group pages dedicated to specific sectors like hospitals, veterans' affairs, Medicare, group practice, employer, behavioral health, managed care, correctional facility, and long-term care.³⁴

In our experience, member engagement in these community platforms tends to be low for both volume and activity; brands with cross-community appeal may be able to reach more members sponsoring splash page ads, as seen here.



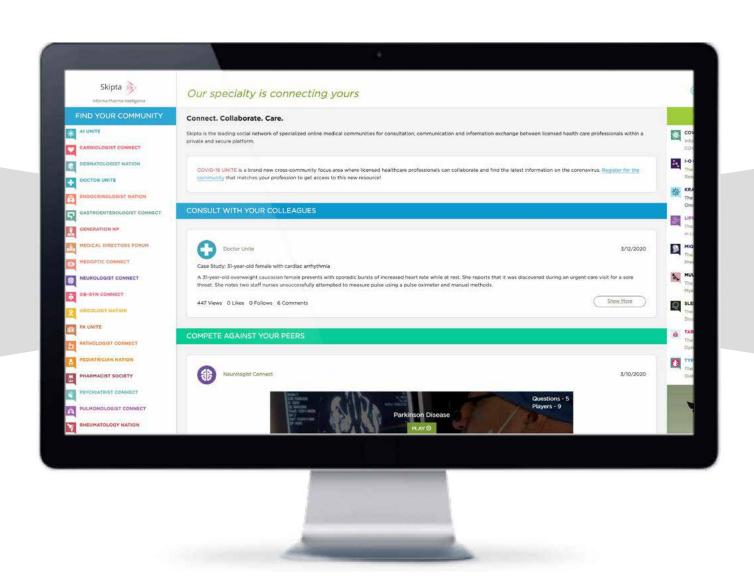




How brands can partner with Skipta:

Skipta's communities and forums offer brands a **highly targeted way to reach specific audiences**, giving brands the ability to target any of its communities with:³⁵

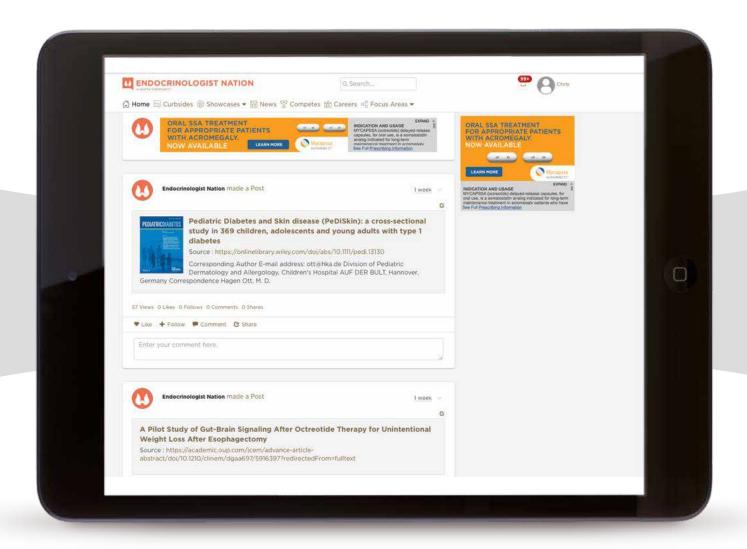
- **Promotion** on the site and in monthly community e-newsletters
- Interactive quizzes and discussion posts
- Targeted emails







BEST IN CLASS



Treatments for rare diseases often face the challenge of targeting exactly the right physicians. Chiasma found an appropriate placement for its acromegaly treatment on Skipta's Endocrinologist Nation.





FIGURE 1: "INSTAGRAM" FOR HCPs

A mobile app, **Figure 1 plays right into the changing needs of over 3 million younger and tech-savvy doctors around the world**.

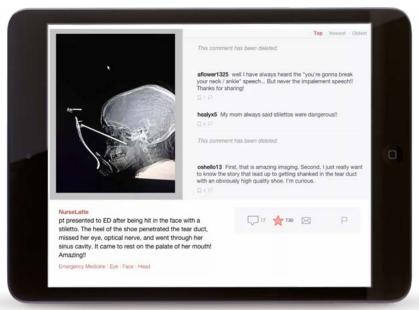
[source for graphic: Figure 1]



Figure 1 is like a medical Instagram focused on visuals and images.

Arranged by specialties and anatomical areas, the platform features visual examples of clinical issues, valuable for reference and decision-making, often at the point of care. The platform is open to doctors, nurses, pharmacists, paramedics, and other allied health professionals who use the built-in search functionality to find relevant material.

Doctors post images, tagged with keywords for anatomy and specialty, along with brief descriptions of the patient and the condition. While only verified HCPs can share and comment, the images can actually be viewed by anyone with the app.³⁶



[source]





How brands can partner with Figure 1³⁷:

Figure 1 limits its promotional inventory to create brand exclusivity.

Figure 1 also amplifies brand posts in its own social media feed, in-app promotions, targeted email to members, and in-app push notifications.

- In-app campaigns, including tactics like snap quizzes, educational data and cases, and even influencer presentations. Impact Surveys measure campaign learnings and potential patient impact.
- **Sponsored podcasts:** 130K+ downloads of Season 1. 96% of each 10-minute episode consumed.
- **Sponsored emails** of The Differential Newsletter, including a relevant brand case.



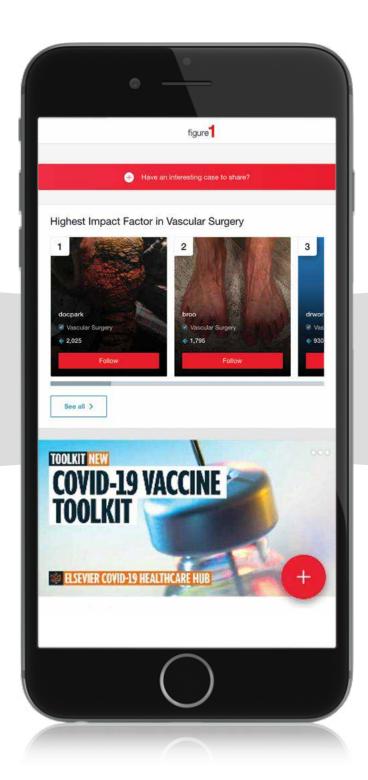




BEST IN CLASS

While on-site banners are limited, we appreciate how, with their COVID-19 Vaccination Toolkit, Elsevier uses Figure 1's

available inventory to speak directly to one of HCPs' most urgent needs.





TWO SPECIALIZED TARGETING OPPORTUNITIES

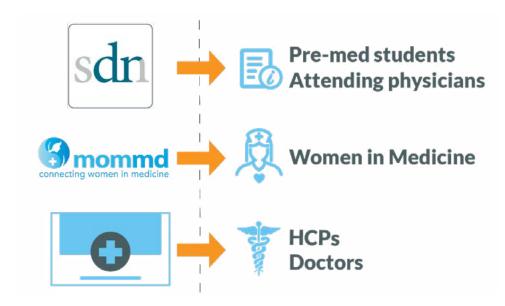
The major platforms allow you to target by specialty, and in most cases, by demographics as well. But here are two highly specialized sites we like for developing influencers and relationships over time.

The Student Doctor Network: Reaches nearly 700,000 members, from pre-med students to attending physicians via on-site banners and third-party ad platforms, including Google Ads. 38,39,40

MomMD: An online community and educational resource for women in medicine.41 While membership is small, it's active; forum topics can receive up to thousands of posts. Banner and contextual advertising are provided through third-party companies, including e-Healthcaresolutions and Google.⁴²

But Wait, There's More

While you're connecting with HCPs in their preferred social media, don't forget about the other medical information sites they use daily. Here are our top three non-social recommendations for marketers targeting doctors.



This walled garden is truly closed to brands

UpToDate is an excellent source of information for HCPs and marketers researching diseases and conditions. Unusually for this space, though, UpToDate does not accept advertising of any kind on its site or apps.

^{38.} https://www.studentdoctor.net/about-sdn/ 39. https://www.studentdoctor.net/about-sdn/sponsor-sdn/ 40. https://www.studentdoctor.net/about-the-ads/ 41. https://mommd.com/about/ 42. https://mommd.com/abvertising/





EPOCRATES: THE #1 REFERENCE APP FOR HCPs⁴³

With 1 million registered physicians, **epocrates** is the go-to app for quick medical reference, with almost 400,000 drug searches per day. Almost half of its members check the app at least once a day, and a third use it multiple times a day.



How brands can partner with epocrates:

With its emphasis on therapeutic information, epocrates is **geared toward both push and pull announcements about therapeutic updates** and information. Marketers have multiple opportunities to target HCPs on epocrates via:

- Home screen messaging
- Optimized in-app search
- Epocrates quizzes
- Customized content via DocAlert
- Formulary updates via Formulary Flash
- Monograph messaging that educates HCPs on your brand's clinical information.







MEDSCAPE: THE "NEW YORK TIMES" FOR HCPs⁴⁴

Reaching 730,000 physicians and 1.9 million other healthcare professionals worldwide. including medical students, residents, nurses, and more, 45 Medscape is the largest news site for HCPs around the world, with numerous opportunities for brand marketers to advertise to and conduct research with relevant specialists on site and on their mobile app. It has its own social-media functionality with Consult, an in-app only resource for HCPs to discuss treatment challenges and crowdsource information from peers.

Brands targeting HCPs should be aware that Medscape does not limit ad space solely to serious life science companies. We observed numerous consumer-centric ads for areas as

diverse as insurance and consumer packaged goods (CPG). In our experience, the site may limit ad views after a user has been on site for a period of time, with ads either not appearing, or not refreshing.

How brands can partner with MedScape:

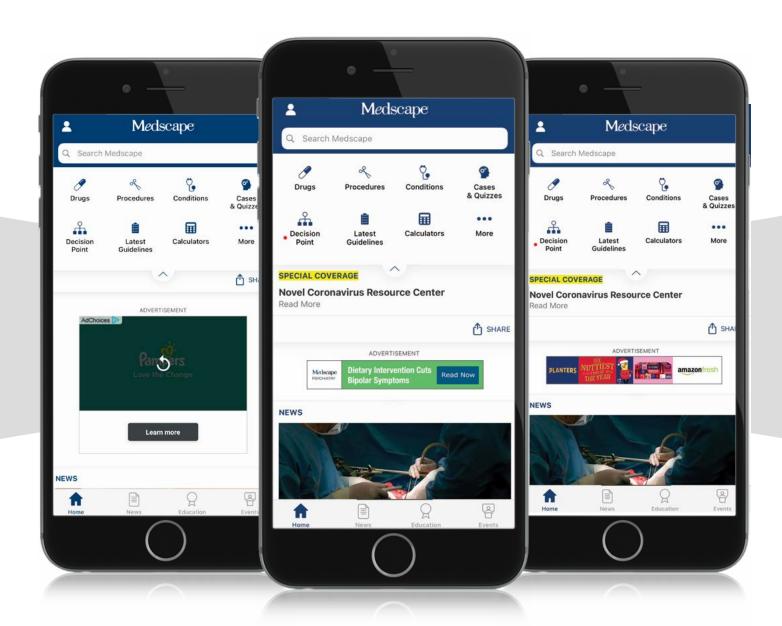
As part of WebMD, Medscape has robust opportunities for brands to reach targeted HCPs on both the site and mobile app. including:46

- Promotion, including banners, badges, contextual and native advertising
- Content modules, links, and microsites
- Sponsored content



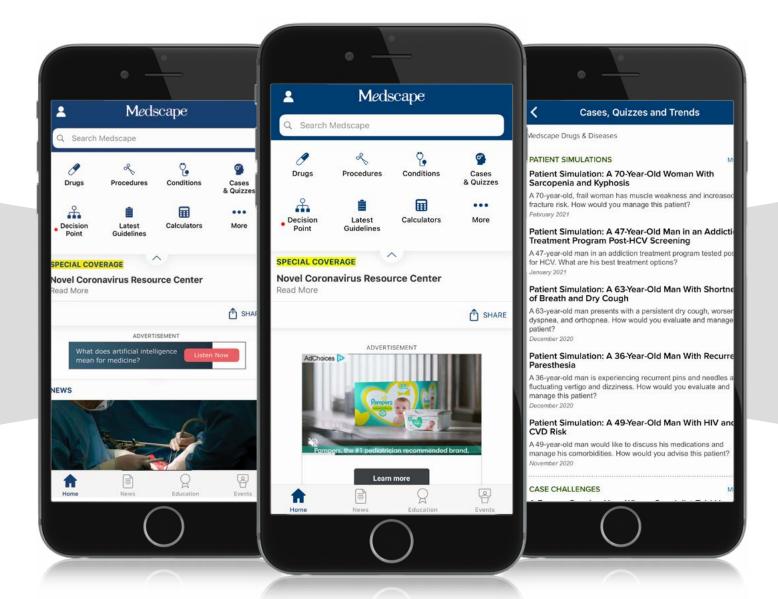
















MEDPAGE TODAY: CLINICAL AND POLICY NEWS

Like MedScape, **MedPageToday reaches about two-thirds of all U.S. doctors**, with 760,000 registered users. The site receives about 3 million visits every month, and a half-million HCPs also receive MedPageToday's e-newsletter. It also sends practice-focused newsletters to thousands of specialists.⁴⁷

Unlike Medscape, MedPageToday offers a consistent array of HCP-targeted dynamic/refreshing ads ranging from therapeutics to targeted CME to webpage services.

How brands can partner with MedPageToday:

As part of EverydayHealth, MedPageToday has robust opportunities for brands to reach targeted HCPs. Note that MedPageToday has strict rules enforcing how paid ads and content are placed to maintain editorial independence:⁴⁸

- Promotion, including ads, banners, contextual and native advertising
- Sponsored content, including webinars and podcasts







BEST IN CLASS

Of the many home page banners we've seen on MedPageToday, this one for Talzenna gets it right by **highlighting the scientific evidence** that today's HCPs prefer.

ADVERTISEMENT

A phoven treatment option for adults with deleterious or suspected deleterious gBRCA-mutated HER2-negative locally advanced or metastatic breast cancer!

Select patients based on an FDA-approved companion diagnostic for TALZENNA.

gBRCA=germline breast cancer susceptibility gene; HER2=human epidermal growth factor receptor 2.

Important Safety Information and Indication

Myelodysplastic Syndrome/Acute Myeloid Leukemia (MDS/AML) have been reported in patients who received TALZENNA. Overall, MDC/AML has been reported in 2 aut of 584 (n. 29/ Full Prescribing Information

KEY TAKEAWAYS

- HCP social sites are where HCPs can let their guard down, connecting with peers, mentors, and KOLs from all over the world — with the assurance that all information and opinions are coming from valid medical sources.
- Sermo is the only site that allows users to be anonymous, potentially increasing the honesty of their shared opinions.
- Doximity offers the largest numbers of members and features workflow tools like Doximity Dialer that increase HCPs' reliance on the site and regular traffic to its active job board
- Figure 1 is the "Instagram" of HCP social media, offering quick, visual posts that can only be shared by HCPs, but viewed by anyone.
- Specialized networks exist for hypertargeting, including Skipta communities, MomMD, and The Student Doctor Network.
- Our top three picks for non-social digital marketing include epocrates, MedPageToday, and MedScape





How COVID-19 Changed **HCPs Social Universe**



The pandemic has changed the dynamics of internal teams, compelled **pharma to adopt new customer experience strategies almost overnight, and caused companies to redirect their investments.**¹

- Reuters/Omnipresence Study, COVID-19: Accelerating digital transformation in life sciences

One aspect of the transformation that is getting lost amidst the noise of this rapid change is the core nature of the relationship between HCPs and biopharma companies. The good news: the transformation taking place may actually open doors previously closed for biopharma companies.²

- Ray Pressburger, Managing Director, Accenture Strategy, Commercial, Sales and Marketing, Life Sciences

^{1.} Reuters/Jmmpresence: LOVID-19: Accelerating digital transformation in life sciences, https://imgu3.en25.com/Web/FCBusinessIntelligenceLtd/%/BU93cb9c/-aert-4da5-b668-196d542//180%/D_50/3 24AII (G20 Whitenaper V5 off

^{2.} https://www.accenture.com/us-en/blogs/life-sciences/is-covid-changing-our-value-proposition-to-hcp



If there's one continuing trend you can count on as a result of the pandemic, it's that **digital**, and social in particular, is and will remain front and center as HCPs' preferred way to connect with each other, patients, and pharma.

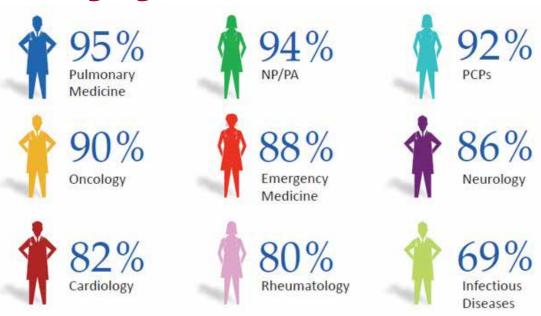
The pandemic has given pharma marketers the rare chance to catch up with HCPs in their use and reliance on digital forms of communication and interaction (remember, 70% of today's HCPs are digital natives).³ At the same time, the pandemic has upended communications pathways, preferences, and practices for HCPs,

consumers, and brands alike — disrupting standard ideas, expectations and approaches for communications of every kind — probably permanently.

Even at the height of the pandemic, HCPs reported wanting to hear from pharma, although just how much differs by specialty, as this data from CMI shows so well. It's telling that infectious disease doctors, the most overwhelmed specialty, have less time and patience for marketing, so sensitivity to specific needs remains an important factor.

Do HCPs want to hear from pharma during COVID-19?

86% say yes!



[Source for 86% say yes: CMI. What HCPs Want & Need from Life Science Brands During COVID-19. April 10, 2020.].



In parallel to the pandemic, several trends are also forcing a multitude of changes. These psycho-demographic changes open up new possibilities and new interactions between HCPs and their constituencies brought about by COVID-19:

A case in point:

March, 2020: Esperion had detailed plans to launch Nexletol, the first daily oral non-statin to lower cholesterol to debut in over two decades. The launch plan included training 300 reps, a big launch event, and a mixed NPP/ personal marketing plan - but plans changed. The launch event moved to Zoom, which wound up making the event far more interactive, with users able to talk and chat online. The marketing plan went virtual, too, on platforms that included Salesforce, Veeva Engage and Skipta - where an unbranded micro-community included in-stream banners and an iFrame of the brand site, all within the Skipta platform. The content of the communication also morphed, to quietly recognize the pressures HCPs were feeling: concise, helpful messaging made the points needed, without taking up too much time or mental bandwidth.

[Source: https://www.mmm-online.com/home/channel/features/marketers-step-up-use-of-non-personal-promotion-during-pandemic/].

A digital-first mentality:

- Digital natives (millennials) are replacing digital immigrants (boomers) in key influential positions in academia, hospital networks, and individual practices. Their comfort with digital and social communications, not to mention technologies such as AI, telehealth and AR/VR, make it more likely that decision-makers will be digital-first.
- Physicians across all specialties expect more remote interactions in the future, especially in mental health, oncology, hematology, pulmonology, and urology.⁴
- Large numbers of physicians are now employees or hospitalists rather than entrepreneurs, taking marching orders from corporate chieftains influenced primarily by payers. Hospital systems, on the true front lines of COVID-19, have been working harder to manage their procurement, distribution, and patient management systems, all through a digital-first lens.

A view into HCPs' reality:

• COVID-19 revealed the heroism of many HCPs and medical workers of all kinds throughout the waves of the pandemic as they subjected themselves not only to exposure to the virus, but to sometimes unbearable stress at work and isolation from their families. HCPs not working on the front lines still had business losses, a recalibration of office procedures, and their own fears and choices. A 2020 survey revealed that 57% of HCPs don't think pharma understands the "real impact" of COVID-19 on them — or their patients.⁵ Respect and empathy for HCPs, and understanding their emotional context are vital differentiators in a not-quite-post-COVID-19 world.



Pharma companies are on the path to greater relevance, but they need to move further, faster.

Healthcare providers are seeing pharma companies diversify their communication beyond product information and are finding more value in additional support services from pharma such as education on remote support and digitized patient information.

82% of HCPs say they have seen pharma companies **change what they communicate about**, delivering not just product information, but support that meets their most pressing needs.



Most HCPs said that these pharma support services are more helpful now than before the COVID-19 crisis:



[Source for 82% of HCPs: Accenture Report: Reinventing Relevance].

 Facts and science, crucial to medical care, continue to come under fire. In response, many HCPs are doubling down on their insistence on facts, data, and real-world evidence —not only for their own education, but to help persuade reluctant patients to accept treatment that can be vital to their health and wellbeing.

A shifting culture

• The impact of 2020's social movements. especially Black Lives Matter, can't be understated in terms of a shared new awareness of the need for diversity, inclusion, and empathy. Gartner's 2020 Consumer Values and Lifestyle Survey showed that **Loyalty**, the #1 value among US consumers for a decade, has been replaced by **Equality**, defined as strongly believing that "all people should have equal opportunity and equal access in all areas of life."6 Nowhere is that truer than in healthcare, where social determinants of health have emerged as a huge factor for surviving COVID-19. Ideas embodying this value can range from access to quality care, to content that reflects a wide range of human realities.

With that said, let's drill down into some more specific areas where pharma is evolving — and must continue to evolve.



SOCIAL IS WHERE HCPs OVERWHELMINGLY CHOOSE TO CONNECT

The pandemic sent everyone with an internet connection to social media, including HCPs. Sermo, Doximity, Skipta, and Medscape have all reported spikes in subscriptions, time spent on site, and even an increased energy and intensity of HCP dialogues. The urgency of managing COVID-19 has also inspired countless clinical and specialty groups and discussions on Facebook, Twitter, and LinkedIn. Professional information and case materials are routinely tweeted. Medical bloggers and self-appointed digital opinion leaders have built loyal and engaged followings among hundreds of thousands of doctors and nurses.^{7,8} Along with a surge in engagement, social platforms became go-to news sources for information about HCPs' experiences during the pandemic: Sermo used the power of its platform to become a global source of rapid, real-world COVID-19 data

from the frontlines. The COVID-19 Real Time Study draws on weekly insights from over 5,400+ doctors in 30 countries, providing a window into HCPs' struggles the world over for policy makers and marketers alike.9

The ease and convenience and connectivity of these platforms has now been embedded in HCPs' daily lives, increasing the urgency for pharma to connect with them there. Key factors for success include:

- Making advertising relevant to both the channel and the HCP specialty
- Understanding the right cadence for both frequency and storytelling
- Respectfully engaging the brand's own HCPs in appropriate discussions



^{7.} https://www.linkedin.com/pulse/hcps-changing-channels-danny-flamberg/?trk=public_profile_article_view
8. https://www.pharmalive.com/how-npp-is-changing-with-the-onset-of-covid-19/How NPP Is Changing With the Onset of COVID-19
9. https://www.businesswire.com/news/home/20200327005483/en/Sermo-Invites-All-Doctors-Globally-to-Participate-in-the-Largest-COVID-19-Real-Time-Study-Unprecedented-Data-From-Doctors-in-30-Countries-Will-Provide-a-Weekly-Perspective-of-the-COVID-19-Battle-From-the-Frontlines



THE VIRTUAL REP IS HERE TO STAY

"2021 will be the most remote-first year in history. **Content marketers will adapt** everything they make for this remote context. Formats, devices, editorial topics they're all on the table. The best content teams know their audience is juggling more than ever. They'll deliver only their best work for the distributed world."

- Heike Young, Salesforce¹⁰

Although access to HCPs by pharma reps has been steadily declining over the last few years, COVID-19 accelerated the trend. Most pharma companies vanked their salespeople out of the field, reducing the number of meetings between reps and HCPs by 65%, according to Sermo. While some plucky reps have resumed in-person visitations, two-thirds of providers say they hope reps will stay away until the crisis eases.¹¹

DRG research vividly illustrates the rapid switch between

in-person and remote connections between reps and HCPs.

About half of the responders in a global study of pharma marketers expect the field force headcount to decrease because of COVID-19. with over three-quarters reporting reduced budgets for medical conferences. Almost as many see reps' face-to-face access to HCPs staving down for the foreseeable future, to be replaced by email or other digital tactics.¹²



[Source: https://decisionresourcesgroup.com/ downloads/person-avenues-reduced-u-sphysicians-turn-online-tools-inform-clinicalpractice/]

^{10.} https://contentmarketinginstitute.com/2020/12/content-marketing-predictions-2021/?utm_source=morning_brew

^{11.} https://www.mmm-online.com/home/channel/features/marketers-step-up-use-of-non-personal-promotion-during-pandemic/
12. Reuters/Omnipresence: COVID-19: Accelerating digital transformation in life sciences. https://img03.en25.com/Web/FCBusinessIntelligenceLtd/%7B093cb9c7-aef0-4da5-b668-196d54277f80%7D_50
73_24AUG20_Whitepaper_V5.pdf



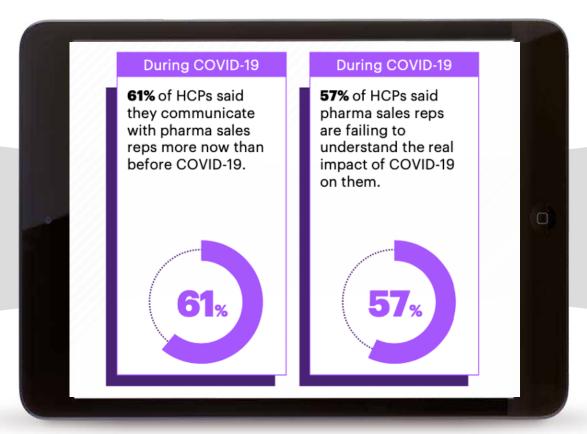
Even more HCPs want virtual access to pharma reps to remain in place permanently. A global Accenture survey of 720 clinicians 13 found that 87% of responders enjoy the change: Over a third (39%) feel that virtual access should be the only channel, while 43% favor a mix of in-person and non-personal interaction.

Keep in mind that these trends may look different in markets around the world. According to Sermo, 81% of doctors in China say some or most interactions are remote, while in Japan, that figure is closer to 50%. In Europe and the U.S., it's more of a bell curve; about 25% of doctors say most interactions are remote, 60% favor a mix, and another 25% are sticking to in-person meetings of all kinds.14

Remote connections with reps take many forms, including eDetails, videos, webinars, virtual

meeting services, and social media, although the old workhorses, email and phone, account for a large percentage of the contacts HCPs report, 15 and 1:1 video meetings over Zoom or other platforms are increasingly popular. 16 Physicians expect video interactions to double in the future compared to pre-pandemic levels.¹⁷

While many companies are pivoting both content and channels to accommodate the new digital reality, beware of general-purpose platforms, which don't include the on-demand capabilities HCPs are looking for. 18 There's also an increasing awareness that reps, and the entire marketing team, remember the daily context for HCPs' work: whether they are on the frontlines or not, their practices, and sometimes their entire lives, are deeply affected by the continuing impact of the pandemic.



[Source for 82% of HCPs: Accenture Report: Reinventing Relevance]

^{13.} https://www.accenture.com/_acnmedia/PDF-130/Accenture-HCP-Survey-v4.pdf
14. https://www.sermo.com/wp-content/uploads/2020/12/COVID-HCP-Sentiment-Part-5.pdf
15. https://www.liveworld.com/hcps-are-changing-channel/s
16. https://www.mmm-online.com/home/channel/features/marketers-step-up-use-of-non-personal-promotion-during-pandemic/
17. https://www.sermo.com/wp-content/uploads/2020/12/COVID-HCP-Sentiment-Part-5.pdf
18. Reuters/Omnipresence: COVID-19: Accelerating digital transformation in life sciences. https://img03.en25.com/Web/FCBusinessIntelligenceLtd/%7B093cb9c7-aef0-4da5-b668-196d54277f80%7D_50
73_24AUG20_Whitepaper_V5.pdf



Key factors for success include:

- Poll HCPs for their individual preference for contact: live, virtual, or a mix.
- If you don't already have an on-demand portal for samples, ordering, patient education, and HCP education, prioritize building or re-building to accommodate all of HCPs' virtual needs.
- Make sure your video platform is simple to access and use, allowing frictionless talks with reps.

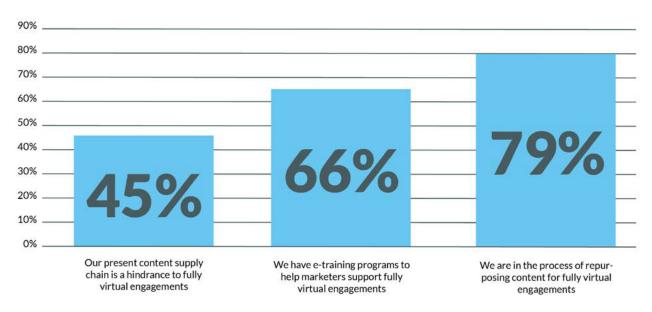
"It's so important that we don't assume we know what HCPs want. There is a lot of enthusiasm for this product. But we needed to be more empathetic, especially with providers based in hard-hit areas."

-Renée Marotta, Esperion executive director of marketing

[Source: https://www.mmm-online.com/home/channel/features/marketers-step-up-use-of-non-personal-].







Source: Reuters/Omnipresence: COVID-19: Accelerating digital transformation in life sciences https://img03.en25.com/Web/FCBusinessIntelligenceLtd/%7B093cb9c7-aef0-4da5-b668-196d54277f80%7D_5073_24AUG20_Whitepaper_V5.pdf

"Virtual conferences and events are here to stay, although exclusively. But the improvements in reach, convenience, economics, and content longevity are too compelling to walk away from after the pandemic."

- Michael Kolowich, OpenExchange¹⁹

Every company — every one of us — has moved from in-person meetings and events to virtual versions. But is your company going virtual in a way that takes advantage of digital media? Too many companies are repurposing website messaging or brand content, using "flat" formats like PDFs that don't resonate with HCPs or motivate them to click and explore further.

It's not just pharma that has to wrestle with the complexities of moving traditional events online. Even the people behind CES, the largest consumer electronics show on the planet, had to look outside for inspiration when it came to transforming their annual Las Vegas event to a virtual experience for 2021.

Steve Koenig, VP of Research at the CTA, the force behind CES, told Rohit Bhargava on the "Non-Obvious Insights Show" that too many virtual events "have been dimensionally flat." difficult to network and connect 1:1." 2021's CES gave attendees a "robust platform to help global attendees convene and collaborate," with over 100 hours of programming, livestream brand announcements, rich media content, and plenty of lean-in interactive features.²⁰ The result? The most global tech conference ever, with attendees from 150 countries and 2.000 exhibitors.²¹

The cue for pharma is to look at these events and others to "reimagine" live events, not replicate them. Key factors for success include:²²

- Allow attendees to tailor their experience according to their preferences — just as they would attend certain talks and events at a live show.
- Provide networking and discussion opportunities among attendees and between attendees and KOLs, exhibitors and others.
- Keep content online long enough for attendees to experience on their terms — but not so long that it becomes stale.

^{19.} https://contentmarketinginstitute.com/2020/12/content-marketing-predictions-2021/?utm_source=morning_brew 20. https://www.linkedin.com/video/live/urn:liugcPost:6751591060675420160/ 21. https://www.prnewswire.com/news-releases/ces-2021-makes-history-as-largest-digital-tech-industry-event-301208544.html 22. https://www.linkedin.com/video/live/urn:liugcPost:6751591060675420160/



VIRTUAL PRACTICE

Long before COVID, The American Medical Association (AMA) reported that 70% of doctor's office visits can be handled over the phone and 50% of ER visits are non-emergencies.²³ Yet, as Andrei Zimiles, co-founder and chief executive officer of Doctor. com, said in July last year, the industry has accelerated telehealth by 10 years in just six months.²⁴

A case in point: Leaning into EHR Kowa Pharmaceuticals temporarily focused more on EHR messaging than on their normal omnichannel media mix; much of the daily workflow messaging reminded HCPs that Livalo offered patient financial support. As executive director of marketing Rusty Nolen shared with MM&M, "People want to see brands that offer support." The campaign generated "a steady and strong increase in script lift from our EHR partners."

Source: https://www.mmm-online.com/home/channel/features/ marketers-step-up-use-of-non-personal-promotion-duringpandemic

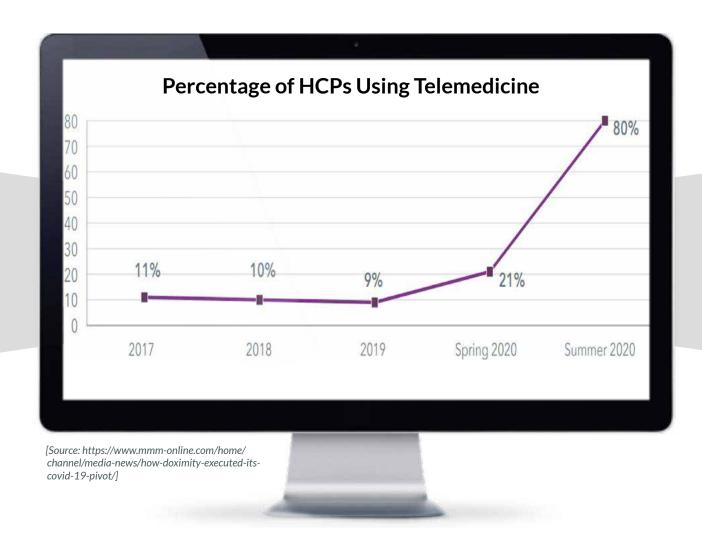
Early in the pandemic, claims data showed that telemedicine use shot up 1.417% ²⁵ Two of the largest telemedicine firms, MD Live and Teledoc, saw a 1,000% increase in subscribers.²⁶ Doximity's video telehealth platform went from a million calls a month to a million calls per day.²⁷ Add that to numerous other in-house and EHR platforms, and you've got a recipe for a new infrastructure supporting virtual care. Most of those platforms are creating or expanding brands' ability to support HCPs by engaging them with creative, relevant advertising, messaging, education, videos, and sponsorships.²⁸

Possibly the greatest change for HCPs has been the way they interact with patients. Telemedicine or telehealth, previously a stepchild, suddenly became widely accepted as a way to maintain care and relationships between HCPs and patients, especially when video is available through apps like Doximity, Facetime, Skype, Zoom, Web-X, and MyChart.^{29,30}

Consumers' access to digital healthcare technology supports the shift to telemedicine. Easy availability of at-home equipment to measure vital signs, like blood pressure monitors and oximeters; increased types of athome testing/diagnosis kits, including the new at-home COVID-19 tests; and more widely prescribed smart remote monitoring devices all make the transition to telehealth safer and more reliable. Even the introduction of Zoom and other conference tools at home, for needs as diverse as children's education and work conferences, has created a greater comfort with HCPs and patients seeing each other on-screen.31

23. https://athenetelehealth.com/telemedicine-as-an-employee-benefit/
24. https://decisionresourcesgroup.com/blog/telehealth-stay-unprecedented-times-drive-innovation/
25. https://www.pharmalive.com/how-npp-is-changing-with-the-onset-of-covid-19/How NPP Is Changing With the Onset of COVID-19
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31. https://www.pharmalive.com/how-npp-is-changing-with-the-onset-of-covid-19/How NPP Is Changing With the Onset of COVID-19





Even post-pandemic, don't expect it to go away: 80% of HCPs in a 2020 DRG survey are using telemedicine, and more than half expect it to continue to be a dominant patient interaction tool. 32,37 More than two-thirds of HCPs in two separate surveys reported prescribing medication as a result of a telemedicine consultation. 33

Key factors for success include:

- Understand how your messaging fits into HCPs' workflow.
- Look for ways to support HCP engagements with patients.
- Create content assets that can easily be used across the wide range of platforms, including Doximity, Facetime, Skype, Zoom, Web-X, and MyChart.



THE (SURPRISING) RETURN OF EMAIL

Horizon Therapeutics turned to email when COVID interrupted its launch of Tepezza, which treats thyroid eve disease. As Keli Walbert, VP and general manager of Horizon's ophthalmology business unit, told MM&M, "With COVID, we significantly increased our email marketing." The campaign's success led to Walbert's new strategy to "use email more, and save those precious face-to-face interactions for the things that matter most, such as clinical interactions and launches."

[Source: https://www.mmm-online.com/home/channel/features/marketers-step-up-use-of-non-personal-promotion-during-pandemic/]

Yes, the humble email has made a comeback. Research by Veeva demonstrated that 66% of physicians actually rank email as their most preferred form of communication, far more than live face-to-face encounters (17%) and direct mail (6%).³⁴ The key to successful email marketing is to link to content that comes across as completely personalized to the HCP you're connecting with. While this requires more time and thought from your content team, it will pay out both in higher engagement rates and buying behaviors.³⁵

Key factors for success include:

- Personalize content at a minimum to specialty level, preferably to individual HCP level.
- Include at least one link to engaging video/audio/digital content on brand owned assets or third-party sites like YouTube or Figure 1.
- Test for optimal cadence and content.





AND WHILE WE'RE ON THE SUBJECT OF CONTENT...

You know, we know, we all know that video and audio/podcasts have gone a long way to replace the in-person experiences we've all had to give up in both our personal and professional lives. That will only continue into 2021, and no doubt beyond. But it's time to get more creative than ever, as we all deal with Zoom fatigue and tire of talking heads. ³⁶

According to Doximity, there are three major types of content that are working especially well to engage HCPs throughout the COVID-19 crisis:³⁷

- Up-to-the-minute guidelines, resources, and distilled information for patients
- Peer support, between physicians on the frontline experienced in infectious disease, critical care, or emergency medicine, and

- physicians from other specialties who need a resource for questions to protect themselves and their teams, and care for their patients
- Breaking research, including the opportunity to interact on discussion feeds with the authors of major studies in real time

When it comes to creating that content, it's critical to consider both the technical and emotional aspects:³⁸

 The technical side is about creating a frictionfree experience, weaving together tightly written content with video and audio assets that link to owned platforms or third-party sites like YouTube. Embracing AI for content development will elevate HCPs' ability to interact with you through polls, quizzes, chatbots, and more.







• The emotional side of the equation is equally important. HCPs need your empathy and understanding, whether it's providing quick content that recognizes the deluge of information they get, to stories that recognize your brand's place in their patients' lives. Some experts are suggesting a move to "reality content," what A. Lee Judge, Co-Founder and CMO of ContentMonsta, describes as "unplanned, candid, and people-focused — off the cuff, rough around the edges, and naturally more authentic." That may feel like a tough challenge for regulation-bound pharma, but one worthy of our time and energy.

Key factors for success include:

Technical excellence:

- Build digital formats geared to digital natives.
- Ensure keyword matching, tagging, and SEO across all content platforms.
- Embrace AI for creating interactive experiences.

Emotional resonance:

- Focus on quick content.
- Elevate stories that demonstrate your brand's meaning for patients
- Recognize the true diversity of the HCP universe.



EVEN WHILE COVID STILL RAGES, IT'S NOT ALWAYS ABOUT COVID

The new behaviors around digital technology and social media will persist well beyond COVID-19, and for diseases and conditions that are only minimally related to the pandemic, or not at all. For instance, 86% of physicians believe depression/mental health will be the biggest non-COVID-19 health issue in the coming year⁴⁰ — except we all know that in many cases, there's a direct line between mental health and the physical, financial, and social effects of Covid.

In some cases, your brand will want or need to lean into COVID-related themes; in other cases, you may employ a counter-COVID strategy. Either way, the social and digital tools HCPs are using will remain firmly locked in place in their daily lives. Your brand owes them, and you, no less than to join them

Key factors for success include:

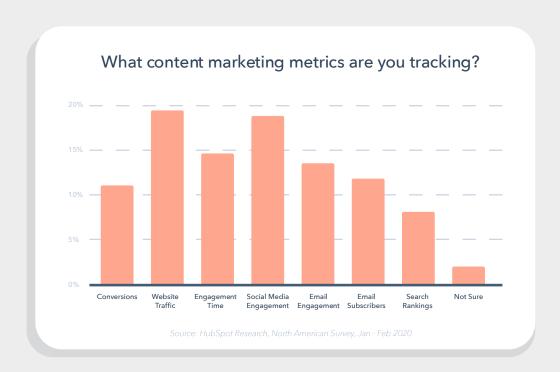
- Revisit or revise social media plans, both professional and public, to generate brand awareness and lead generation.
- Use proven engagement elements like video, GIFs, infographics, polls, and surveys to prompt interaction and expand reach through sharing.
- Plan integrated campaigns with synchronous digital and offline channels to achieve a dominant "surround sound" share of voice.
- Use search results to inform creative messaging.
- Link media and messaging to a clear understanding of the journey HCPs take on the way to new thinking, new prescribing, or new treatment options.





OF COURSE, YOU CAN MEASURE SOCIAL ROI

Social media has come of age. That means marketers can measure and track the success of their financial and creative investments – even in social media. According to a recent study, almost every major biopharmaceutical brand saw record levels of social media engagement and follower growth in 2020. While vaccine-related content was a big part of that, even brands that were not involved in developing a vaccine for COVID-19 were still more active than ever before and saw the same results in growth and engagement, though to a smaller degree.¹



Yet despite the pharma industry's growing use of social, it's still a challenge for many brands to evaluate the success of their campaigns. ^{2,3} HubSpot's 2020 survey showed that no more than 20% of marketers worldwide even track social media engagement.⁴

But it's possible – and necessary – to track social media ROI, going beyond reach and clicks to create a truly comprehensive look at how well your marketing dollars are performing in social media.

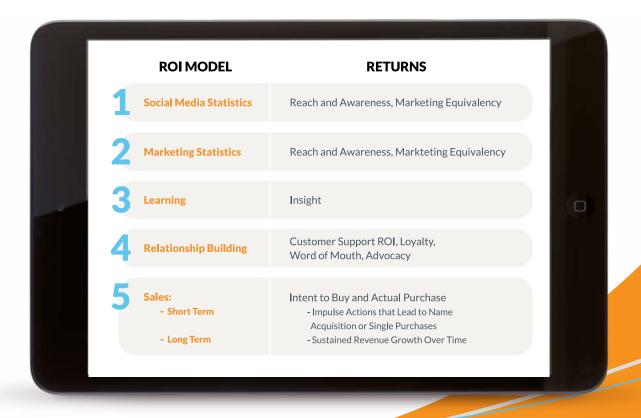
 $^{^{\}rm 1} Social Bakers: \,\, Healthcare \,\, and \,\, Social \,\, Media: \,\, The \,\, 2020 \,\, Overview \,\, and \,\, Beyond$

²https://www.cmswire.com/digital-marketing/beyond-vanity-metrics-measuring-social-media-success/

³https://www.businesswire.com/news/home/20200422005418/en/Analyzing-the-Role-of-Sentiment-Analytics-Social-Media-Listening-in-the-Pharma-Industry-Quantzig

⁴HubSpot 2020. Not Another State of Marketing Report

Five Social Media ROI Models



LiveWorld's deep experience in measuring and monitoring social media over the past three decades has allowed us to create five separate ways healthcare marketers can measure social ROI – ideally, your brand will use all of them to ensure your HCP social media campaigns are both effective and efficient.



Social Media Statistics ROI

The most common measure of social success is engagement metrics, which track your target audience's interactions with your content.

- Engagement means more than your likes or followers. Even if you build a fan base among HCPs, they only see your content when it shows up in their newsfeed.
- Engagement is the connective marketing tissue that leverages brand awareness to prompt conversion. It's where persuasion counts.
- To keep reaching them, you have to build content, create conversational dynamics, and deploy targeted ads that invite them to continue an ongoing conversation.
- Aim to create experiences that are familiar, intuitive, and easy to access.
- The more involved the action, the greater the commitment to your social experience, and the more likely it is that this person is making recommendations and writing RXs.







Marketing Statistics ROI

This method is based on measuring your social media results against other media, to reveal how costs compare for reaching your marketing and communications goals.

For instance, to determine efficiency, measure your social reach and budget, then look at what you would have to spend to get the same numbers in digital, print, or television.

For a more sophisticated approach, consider that some experiences aim for broad reach/low CPM approach, while others are just the opposite. It's easy to apply the classic marketing statistic metrics to your social media plan:

- Cost per thousand (CPM): Media cost to reach a thousand impressions
- Click-through rates (CTR): The percentage of people who click through to your website, based on total reach.⁵
- Cost-per-click (CPC): This equals your ad budget divided by the numbers of clicks it receives. But not all CPCs are equal: a high CPC may be worth it if the people who click prove to be high value prospects.
- Conversions to action, including page views, time spent, and links followed. Here is where engagement tools can raise the potential for action, such as viewing a video or contacting a sales rep.⁶
- There are publicly available industry benchmarks that you can use to compare your results.

Suppose a specific social media program costs \$300,000 to reach 2 million people with 600 million impressions.

Factoring in a range of appropriate CPMs, you might calculate that it would cost \$4 million to get the same results through advertising.





Learning ROI

Social creates a giant 24/7 focus group: what HCPs reveal when they talk to each other is even more authentic and useful than what they tell you directly.

While social listening – as well as participating in online conversations – can provide excellent insights about your HCP audience, it has several other major benefits as well:

 Can be an extension of customer care, allowing your team to identify issues promptly.

- Provides product and even content feedback and suggestions.
- Can identify who the category influencers, cheerleaders and skeptics are, allowing you to engage with them on a more sophisticated level.
- Provides the seeds for A/B testing for headlines, key messages, visuals, and calls to action.

"Our social team knows what our customers like, what they don't like, what will get a reaction. They know what brand messages will or won't excite them, what time of the day or week to talk with them. We can learn more about our customers from looking at their engagement day after day than we would from a market research document. For us, it's a keyhole into the world of the customer."

- Digital Marketing Lead, Healthcare Company





Relationship-Building ROI

Here you're getting into the deepest potential ROI: enhanced customer relationships, which ultimately become sustainable sales ROI.

Relationship- building ROI stats include increased customer loyalty, brand advocacy, and intent to buy:

- Loyalty and intent to buy can be measured by interviewing customers, with A/B control groups and before-and-after social media involvement.
- Brand advocacy can be measured by flagging (a.k.a. "tagging")
 comments or content attributes and listening for customer
 reviews or mentions of the brand across the social web.





Sales ROI

Regulated healthcare brands, of course, can't track sales directly from online marketing, but what you can track is the long-term sales ROI generated when customers become active with the brand community, form deeper relationships, and build a space for the brand and its products in their and their colleagues' daily practices.

Here is where we see increased loyalty, increased lifetime customer value, and enhanced revenue growth that's sustained over time.





Chapter 6: Getting Creative in HCP Social Media While Remaining Compliant



There are many ways to remain compliant on social media channels while being creative; they just take some specialized knowledge and collaboration with review teams.

Staying compliant and creative in HCP marketing may be easier since your HCP audience is used to a more complex, scientific level of copy and imagery; the legal copy required to make that work compliant is not as big a leap for HCPs as it might be for consumers.



HOW TO COLOR WITHIN THE LINES

While compliance parameters might seem limiting at first, they ultimately can be advantageous by helping your brand become more focused.

Even though creative concepts can vary by brands, target audiences, and changes in the marketplace, we've found the following three tips can help your brand drive increased engagement while ensuring compliance.



1. Don't underestimate your audience

HCPs don't respond as well to pithy copy and snappy headlines; they prefer full headlines, and sentences that deliver information. In social, that often means a fact, a data point, or other specific information that can be consumed in just a few seconds.



2. Let the source do the talking

Bringing people an emotional experience they can relate to is critical to generating connections and developing bonds that create lasting value for your brand. Pharma companies are in a great position to turn employees or patient ambassadors into advocates or influencers by highlighting quotes and stories.



3. Constantly optimize

Use single variable testing to see what gets the most engagement, and deploy a constant cycle of optimization. We analyze all aspects of creative, whether from the position of a click-through button, to ad formatting, to where and when it's pushed out, to length of the campaign—all in the name of better performance.



YOU HAVE TO STAY ON YOUR TOES

As we discussed in Chapters 2 and 3, just as there are best practices for creative in each distinct social channel, there are also specific compliance rules. In pharma, there's always something new; the rules are always changing, so it's important to stay alert, and remain flexible. While the FDA does clarify expectations via letters, it's the platforms that change their rules most frequently – sometimes without advance warning. That can make the creative process more difficult, especially when these changes force you to not only edit content but also repeat the whole approval process.

Even the big tech platforms themselves are not immune to bugs when they roll out new capabilities. It's important to have a good relationship with your platform reps to troubleshoot changes and identify new approaches. With a good relationship, your team can work out the answers together with the platform reps, because in the early days of a change, no one has all the answers.

One of our strategies is to keep a close eye on what brands are doing on social media across the healthcare spectrum. This enables us to benchmark complaint creative ideas that are bold, demonstrate levels of risk, and even identify content that is too safe to be effective.





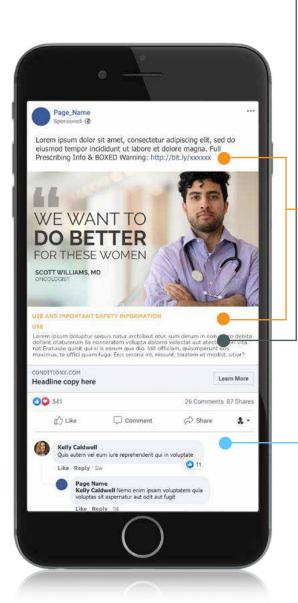
COMPLIANCE AND CREATIVITY DON'T HAVE TO CONTRADICT EACH OTHER

Here's a quick checklist to make sure your best creative ideas can stay within the fundamental compliance guidelines – and keep your eyes open for the changes that are sure to come!

For a deeper dive into creativity and compliance, check out our eBook

<u>Creating Pharma Social</u>

Content That Resonates



1. Fair Balance

Provide accurate and equal representation of the risks as well as the benefits of the drug. The risks and benefits must:

- Have equal content
- Have equal visual weight
- Appear connected

2. Prompting

When interviewing HCPs, influencers or patients, ask about their experiences, but don't lead with the answer or invite only positive experiences.

3. Disclosure

- Any user-generated content and release forms need to be documented.
- Federal Trade Commission (FTC) requires disclosure of any influence or material relationship. Even compensation as simple as a t-shirt needs to be disclosed.

4. Know When You Need Full ISI

• When you have a brand name plus an indication, full scrolling ISI is required. ISI must be available within 1 click and travel with the post.

5. Monitor Content

• Pharma brands need to monitor all content on owned channels and with all controlled vehicles, such as staff and assets, including any content that is created, drafted, edited and improved in any way. Content where the author is compensated also needs to be monitored, including influencers who create content.

6. Collaborate with Review Teams

• Create company-wide guidelines to ensure consistency and to accelerate adoption of use. Educate the marketing and MRL teams on social channels, including how they function, what the risks are, and what the compliance considerations are. Drive discussion with the MRL team on existing industry examples to show best practices.



Chapter 7:
YOU DON'T HAVE TO
DO THIS ALONE!





At LiveWorld, we're experts at getting pharma brands noticed by HCPs and patients alike, with social strategies and creative executions that are highly engaging and effective, as well as completely compliant with both channel rules and government regulations.

As a pure-play digital and social marketing agency, we empower companies to create and scale online dialogues with patients, HCPs and other stakeholders in public and professional web, social media, and messaging apps. This drives the strong connections and deep relationships that lead to increased business for healthcare brands.

Pharma brands of all sizes, across all categories, rely on us for:

Strategy: Competitive audits of existing brand properties and competitive landscape to provide customized strategic recommendations

Process: Logistical guidance and/or management for streamlined product or new channel launches

Execution: Creative guidance and/or execution of creative branding, themes and content

Measurement and Optimization: Developing the right kind of ROI to ensure your marketing spend is both highly effective and efficient.



Let's Talk!

hello@liveworld.com | www.liveworld.com







ABOUT LIVEWORLD

LiveWorld is a digital agency and software company specializing in social media solutions that help companies build stronger customer relationships. We provide consulting, strategy, and creative along with human agents, conversation management software, and chatbots for digital campaigns and social media programs.

Our solutions empower companies to deepen relationships with customers, professionals, patients, and healthcare providers with emotion driven behavior change through conversations and campaigns with a human touch.



Learn more at www.liveworld.com. Contact us at hello@liveworld.com