



LiveWorld
Be Social.

20 years of Pharma Experience
in Social Media

A MESSAGE FROM

LiveWorld CEO, Peter Friedman

With customer and patient experience the new battleground for loyalty and revenue, companies, including pharmaceuticals, are turning to social media and messaging apps to stay connected with customers to drive transactions, boost engagement, and manage conversations.

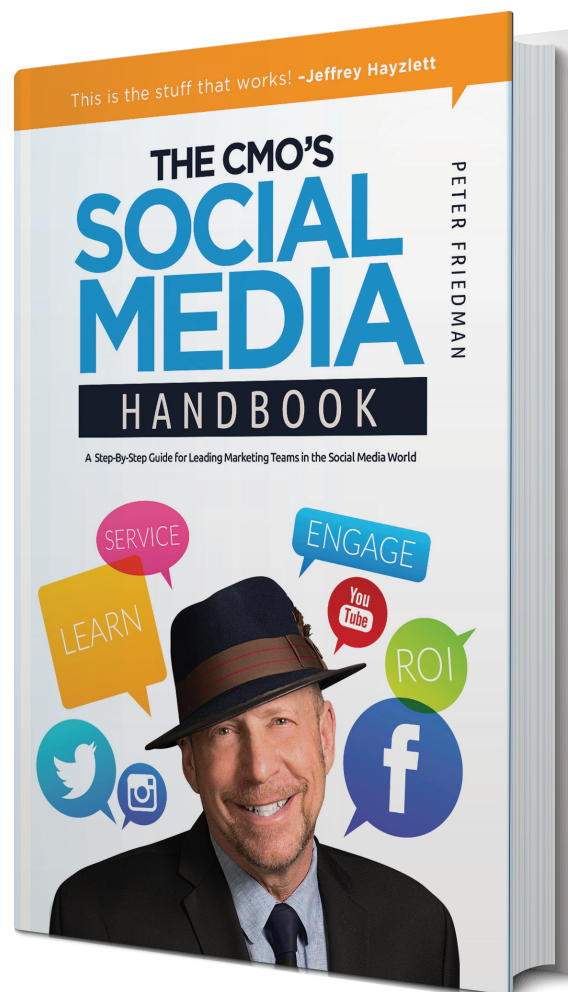
At LiveWorld we've been evangelizing exactly this evolution of the customer and patient experience since our company's founding, in other words, Be Social. We're confident that when you speak with us, or read my book, you'll feel more energized about managing marketing programs in social media and reassured they will be compliant, properly addressing adverse events, and delivering results.

Thanks for reading a little bit more about us here. We hope to speak with you over the next few days to answer any questions and to see if you'd like to speak with one of our pharma specialists.

We look forward to helping you transform the patient experience in our social world.



Peter Friedman
CEO, LiveWorld



LiveWorld empowers the largest companies in the world to deliver social customer experiences that deepen relationships between brands and customers. Through software and services designed to manage conversations, companies are able to maximize the potential of social media, messaging apps, and online community to support marketing and customer service objectives. For over 20 years, LiveWorld has provided marketing strategy, campaign management, content planning, conversational engagement, moderation, social media analytics, and customer service solutions to global pharmaceutical companies.

Learn more at www.liveworld.com



ADVERSE EVENTS MANAGEMENT IN SOCIAL MEDIA AND MESSAGING



Pervasive monitoring of social properties ensuring compliance

Reduce risk with brand protection from the best system for scaled social conversation review

LiveWorld's Adverse Events Management solution assists pharmaceutical companies to identify, alert, and report on adverse events for full FDA compliance, providing marketers with scaled brand protection and social marketing worry-free of non-compliance.

Confidently launch marketing programs with 24/7 brand protection

LiveWorld delivers persistent adverse events detection across 70 different country/language combinations. Working with LiveWorld ensures you can confidently use digital platforms and engage consumers with a guarantee that exposure is contained.

Real-time Adverse Event Detection & Comprehensive Review

Adverse Event Management from LiveWorld uses our recognized dual-monitoring process, a blend of human review with our industry-leading conversation management software.

With Adverse Events Management, you can:

- Provide lightning-fast identification of adverse events for FDA compliance
- Uniquely detect adverse events in unpublished or dark posts
- Ensure compliance of conversations in social media, messaging or chatbots

Customizable notifications alert cross-functional teams

Internal teams, such as MedReg, legal, or pharmacovigilance, can easily be alerted with our software's automatic escalations and case management predefined to your company's workflows and rules.

- Alerts include full evidence, showing arrival time, reporting time, and actions
- Complete archiving of defined processes and methods
- Repository of quick replies with pre-approved brand responses

Record, Report, & Archive all Adverse Events

LiveWorld collects, categorizes and archives adverse events and brand responses for compliance records with a full audit trail and timeline.

- Single source of chronological adverse events information
- Full historical storage for FDA reporting
- Auto-tagging for clear classification of adverse events
- All-inclusive information: source location, agent response time, time to resolution and published times

When you work with LiveWorld, you're able to use social marketing campaigns backed by human review, industry leading software, and proven processes recognized as best practices by some of the largest pharmaceutical brands.

Top 5 Global Pharma Brand Case Study

Due to a decentralized marketing structure, a LiveWorld pharmaceutical client faced potential adverse events non-compliance. Siloed social media programs had burgeoned in remote regions without consistent processes to identify, review, and report AE's.

LiveWorld revamped the AE process globally to match best practices used at the LiveWorld managed region. The LiveWorld AE compliance procedure delivered, included transfer of critical data to the pharmacovigilance team, a full audit trail, and an archive of adverse events." Adding the comma as I show.

[Read more](#)

Visit www.liveworld.com or call us at 800-301-9507

Advancing Social Media Programs With A Plan For Adverse Event Management

Challenge

A global pharmaceutical company discovered its decentralized organizational structure created numerous obstacles to maintaining compliance with FDA standards when marketing in social media. With every brand or disease state in each region determining their own marketing and brand protection strategies, the company was at risk and without a consistent process to manage adverse events.

Solution

LiveWorld's team of pharma experts established a program to collect, review, and evaluate user-generated content in social media. By leveraging the power of technology and integrating it with human review, the company now had a comprehensive process to manage the identification, alerts, and reporting of adverse events.

Results

LiveWorld's adverse event specialists worked with the company to identify any mention of reactions, efficacy issues, off-label use, product complaints, product quality issues, product questions, and other key issues of interest to the company. This multi-lingual team was able to monitor social media in numerous languages and dialects in all the company's global regions around the clock.

Based on the success of this program, the company asked LiveWorld to lead the effort in creating a Center of Excellence and put into practice this adverse event management system for global governance.

The LiveWorld Difference



FDA compliance and adverse event reporting process includes:

- Methodical and API-driven process for bringing all user-generated content across the social web into a single system for analysis
- Highly trained specialists to screen content for adverse events and escalate them in near real-time
- Single database for FDA-compliant storage of source information, including text, source location, identifying numbers, images, and publishing times
- Complete historical tracking with timelines, including when content arrived, was screened, reported, and any actions taken by Pharmacovigilance team





Smarter marketing decisions informed by insights

Eliminate the guesswork by tapping into real-time customer conversations

LiveWorld offers insights, analytics and active social listening, providing real-time insights to your brand for smarter marketing decisions, whether that's the improvement of marketing programs, competitive analyses, or product development.

The social web moves fast and you need insights from it rapidly. You need to understand what your customers are saying about your brand. Listening to your customers on the social web is the best way to quickly identify growth opportunities, perform product and competitive research, and make faster marketing decisions.

LiveWorld's Insights & Analytics programs show you clearly what people think and feel through active social listening. We dig into real time information from the social web to discover insights and provide context so you can make more informed decisions. This is accomplished through LiveWorld agents, skilled in social networks, and our conversation management software or 3rd party social tools,

Improve your marketing programs with insights you've garnered through our listening programs. Increase your patient profile data with demographic and behavioral data. And with our deep experience in the pharmaceutical industry you won't miss adverse events normally missed by other listening vendors.

You can rely on LiveWorld to:

- Provide your marketing team with customer and patient social data for smarter decision-making.
- Understand patient tendencies through intelligent trend recognition and uncover what influences their purchase decisions and regimen.

- Analyze and improve the patient's journey through the measurement of satisfaction, delivery methods, prescription pricing, and more.

With LiveWorld Insights & Analytics and our active social listening, eliminate the guesswork and optimize your marketing and social programs through actual data-driven decisions.

Turn insight into action.

Robax Case Study

Pfizer found that marketing at the point of need provided results.

We worked with Pfizer to market to back pain sufferers at the point of need, back pain. LiveWorld monitored for back pain complaints on Twitter and offered solutions including stretching, yoga, pregnancy-specific solutions and offered coupons. We only responded to a hyper-targeted younger audience, based on their comfort level with outreach. The successful program resulted in high visibility, high coupon redemption and positive reception.

Community Management, Patient Support & Engagement Case Study

Challenge

LiveWorld worked with a top 5 pharmaceutical company to help patients with a widely misunderstood disease. While not contagious, disease sufferers are often kept from gyms, pools and other public places for fear of having to explain their disease. Sufferers often fatigue their personal support community, friends and family, and need a community where they can complain and commiserate. The pharma brand sought to help sufferers, who they already helped with their products, with a sympathetic community.

Solution

Through LiveWorld's community management, patient support, and engagement services, and our content review and monitoring solutions the pharmaceutical company was able to help patients.

Results

When the community was first created by LiveWorld and the pharma brand content and imagery used was too perky and upbeat, it literally hid what sufferers were dealing with. We quickly realized sufferers needed to see people with the visible disease, just like they deal with on a daily basis. We pivoted quickly and delivered an experience that fit and satisfied patients. The new community offered disease-state education and support, encouraging additional conversations with doctors on treatment options, and all in a better representative, welcoming and sympathetic community space online.

Insights, Analytics & Active Social Listening Case Study

Challenge

A large pharma brand required more information about their products and competitor products from social media, most notably sentiment information on drug pricing. The brand also sought to gather data on what impact drug pricing was having on the press and the public's perception of the company. The brand wished to know if they were part of that conversation.

Solution

Through LiveWorld's insights and analytics solutions the pharmaceutical company was able to get quick actionable insight directly from the public at large on social media.

Results

LiveWorld assisted the brand with an active social media listening program providing the pharmaceutical brand with the insights and analytics it needed. We continually listened on social media channels for the company on whether its company name or its products were part of online conversations of drug pricing, especially in light of the election year and the perceived negative perception of pharma brands. Insights enabled the brand to be responsive and are also being used in reputation management and strategy decisions by executives.



COMMUNITY MANAGEMENT, PATIENT SUPPORT & ENGAGEMENT

Develop & foster successful communities

Create relationships and remarkable experiences with connections and conversation

Through LiveWorld Community Management, Patient Support & Engagement solutions pharma marketers are provided with communities that deliver patient support, advocacy, education and sympathy, fostering loyalty and direct feedback with patients.

Great outcomes can result when pharmaceutical brands foster engagement. Talking directly with your patients can create appreciation. Through understanding communities that provide disease-state awareness, regimen education and compassionate support, pharma brands can foster advocacy, drive loyalty, and enhance awareness among patients.

LiveWorld Community Management Services allows pharmaceutical companies to create patient or disease state communities that inspire conversations, and at multiple stages of the patient journey. We'll create safe spaces for patients, inspire engagement and develop deeper relationships in a sympathetic and caring tone, all while remaining in line with your brand voice and marketing objectives.

Through patient support and communities you can:

- Respond to patients with compassion, disease state awareness and empathy, and create encouragement with 1-on-1 conversations.
- Provide peer support, guidance, and advice at all stages of the patient journey and connect patients with health care providers in educational and supportive communities.
- Free up your marketing team from community response, with 24/7 agents trained according to your strict guidelines for compliance and marketing objectives.

At LiveWorld, we're experts at managing digital communities. Through our vetted processes, LiveWorld agents who are skilled in all native social networks, and our conversation management software, we've executed successful patients communities for our clients. We've worked with 5 of the top global pharmaceutical brands. We've not only provided sympathetic communities for these brands, but have also as a result uncovered insights for these brands.

LiveWorld-developed patient communities are dynamic and responsive social presences that make it easier for patients to find information and develop relationships with fellow patients/survivors, and engage with brands directly in a friendly and compassionate environment.

Transform the patient journey and improve the recovery experience with LiveWorld communities.

Johnson & Johnson Diabetes Institute

& LiveWorld cooperated to create a community for health care providers (HCP's) composed of virtual training, learning exercises, continuing education classes, & in-person events. As a result of the program, not only were HCP's provided with ongoing education, but the community contributed to a modest increase in sales.



STRATEGY & CONTENT MANAGEMENT SERVICES FOR PHARMACEUTICALS

Get better performing social media with on-target strategy

Drive engagement, loyalty, & revenue with programs aligned with business objectives

LiveWorld Strategy & Content Management provides vetted processes for social media, aligned with your business objectives, and impactful, big idea campaigns that drive revenue, increase brand satisfaction, and provide ROI.

Partner with LiveWorld to develop the smart marketing and social strategy your pharmaceutical company needs for success. Our social strategies are designed for the highly regulated pharmaceutical industry, assisting both over-the-counter and Rx large enterprise pharma brands, and animal health and medical devices companies too. LiveWorld strategies enable you to get the most out of social media, with programs that can drive engagement or build awareness for your brand, or develop sympathetic communities or conversations around a disease state or treatment regimen.

LiveWorld's Strategy & Content Management Services:

- Provide vetted and systematic processes used by 5 of the top global pharmaceutical brands for their social and conversational marketing to patients.
- LiveWorld agents are skilled in all native social networks, and can execute strategies in our conversation management software or 3rd party social tools.
- Deliver imaginative and impactful social strategies for your marketing team that include content planning and conversational guidelines in line with your objectives.
- Develop programs and social communities that strengthen relationships with patients and promote brand satisfaction, advocacy and loyalty.

With our creative initiatives and pragmatic business planning, we'll show you how to attract people to your social media properties and engage them in your desired marketing activities.

Our strategic programs are created in collaboration with you, whether you want to nurture direct dialogue with patients, drive conversations about your brand, garner insights from conversations to share with the rest of your enterprise, or support a sympathetic disease-state community.

Transform your social media presence into beacons of customer activity & information.



"Zoetis, the world's largest animal health company, wanted a direct connection with cat owners. They called on LiveWorld. We shaped a social media strategy to reinforce the Zoetis brand Revolution®, and crafted Catisphere, a customer experience rich community on Facebook. LiveWorld's strategy resulted in a community with record-breaking, sustained engagement conversations directly with consumers, and measurable pull through of product sales from veterinarians."



LIVELORLD CONVERSATION MANAGEMENT SOFTWARE

Improve 1-on-1 Conversations & Customer Engagement

Conversation-centric software with direct-to-brand dialogues in social media and messaging apps for your marketing objectives

Easily start having conversations with patients with LiveWorld conversation management software. It's built for managing real-time, 1on1 conversations with patients, making it easier to review, respond, engage, and resolve, patient issues on social media and messaging apps.

5 of the top 10 pharmaceutical brands rely on LiveWorld software for direct conversations with patients and customers. Our software makes it easier for pharmaceuticals to manage conversations, and as a result focus on marketing objectives like increasing sales, nurturing loyalty, influencing purchase behavior and product discovery.

LiveWorld software provides a configurable and collaborative framework, case management, escalation workflows, and automations. It empowers your brand to handle the volume and complexity of social media and messaging apps. Plus, it provides the foundations to easily identify, escalate, and route adverse events to cross-functional teams, such as pharmacovigilance, legal, or MedReg so you remain in compliance.

By applying a proven conversation management and customer service framework to social media and messaging apps in our software, we automate many of the time-consuming manual activities that are required to effectively review, respond and engage with patients and consumers. The result is increased patient and customer satisfaction, loyalty, and advocacy for your brand, with hassle-free compliance assurance.

Rely on LiveWorld software to:

- Review, respond and engage in a timely manner to content across social channels and messaging apps such as customer inquiries, comments and patient support issues.
- Identify, escalate, and route adverse events directly in our software quickly for assured FDA compliance.
- Measure and report on conversations with patients and consumers in social media and messaging apps.

Easily start having 1-on-1 conversations with patients and customers.

"LiveWorld's monitoring and review performance is something between extraordinary and phenomenal. They've protected us from being caught in a top ten social screw-ups list for years."

Fortune 10 client
(Q1, 2015)

How LiveWorld Can Support Your Social Media Programs



Adverse Event Management & Reporting

Human monitoring to identify and report AEs



Insights & Analytics Services

Decisions inspired by Active Social Listening



Strategy & Content Planning

Business Outcome Focused Marketing



Community Management, Patient Support, & Engagement Services

Remarkable Experiences with Conversation



User-Generated Content Moderation

24/7/365 protection via human review of UGC

Interested in learning more about the growing demand for conversational marketing? We'd be happy to help you and your team build your conversational playbook.

Please contact us to make an appointment with one of our social strategy consultants or pharma specialists.

 hello@liveworld.com

 [/liveworld](https://www.facebook.com/liveworld)

 [@LiveWorld](https://twitter.com/LiveWorld)

 www.liveworld.com

 (800) 301-9507



LiveWorld
Be Social.