




Three Missed Opportunities for Pharma Marketers in 2025

March 10, 2025





2025 Social Media Shakeup



**People are shifting
platforms, and we need
to be where they are.**

Why The Shift?



Why The Shift?



Meta Changes for Healthcare

Posted on February 3, 2025

Meta's New Data Restrictions for Healthcare: What We Know So Far

For healthcare marketers, change isn't just inevitable—it's relentless. Just when you've figured out a strategy to adapt to the latest shift, HHS, lawsuits, or Meta step in to rewrite the rules.

The most recent example of this comes from Meta's new data restrictions, including healthcare, starting in 2025. Like Meta's Pixel, their CAPI (Conversions API), and

Unfortunately, Meta has been extremely vague in what we've been working closely with Meta insiders are trying to continue effectively using Facebook.

This article breaks down why these changes are affecting your organization has been hit with a data restriction.

One caveat before we dive in: Meta hasn't officially talking with dozens of healthcare organizations and no official confirmation on all of it. [Sign up for our newsletter](#)



ADM | Accelerated Digital Media

Health Advertisers May Need to "Drastically Rethink" Their Meta Campaigns After Policy Changes

Early in 2025, Meta introduced new policies that change how health and wellness brands can advertise on its platforms. After they were hinted at in late 2024, health advertisers had a brief leadup to learn what these rules would entail and how they may need to adapt.

Meta's targeted healthcare advertising changes go into effect

Article by Dane Finley | Jan 9, 2025

Gain Direct Access to Decision-Makers



EMARKETER
DOWNLOAD THE MEDIA KIT

The news: Changes that limit how advertisers can target users with [health-related ads](#) on Meta's social media platforms go into effect this month.

While ads are ubiquitous on Facebook and Instagram, Meta plans to slowly introduce ads on its Threads platform this year.

Here's what the changes entail: Advertisers can no longer use certain health, financial, and political affiliation data collected by Meta for ad targeting purposes.

- Typically, advertisers place Meta's [tracking pixels](#) on their brands' websites to measure how often a Facebook or Instagram user visits their site, the products they view, and whether they make a purchase, per The Information.

Already have a subscription? [Sign In](#)

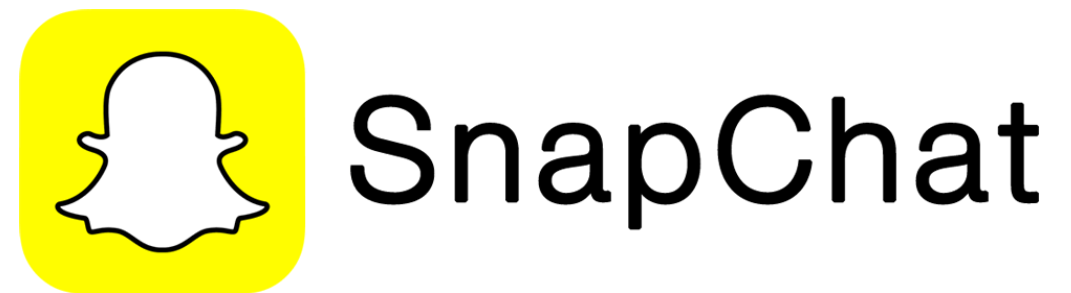
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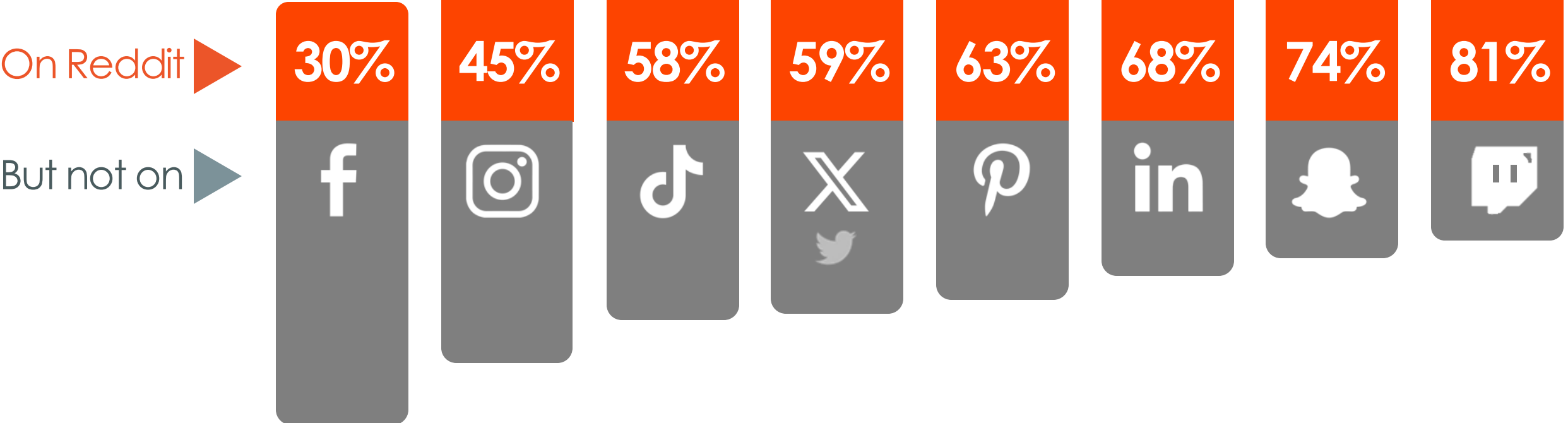
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What Does That Mean For Us?

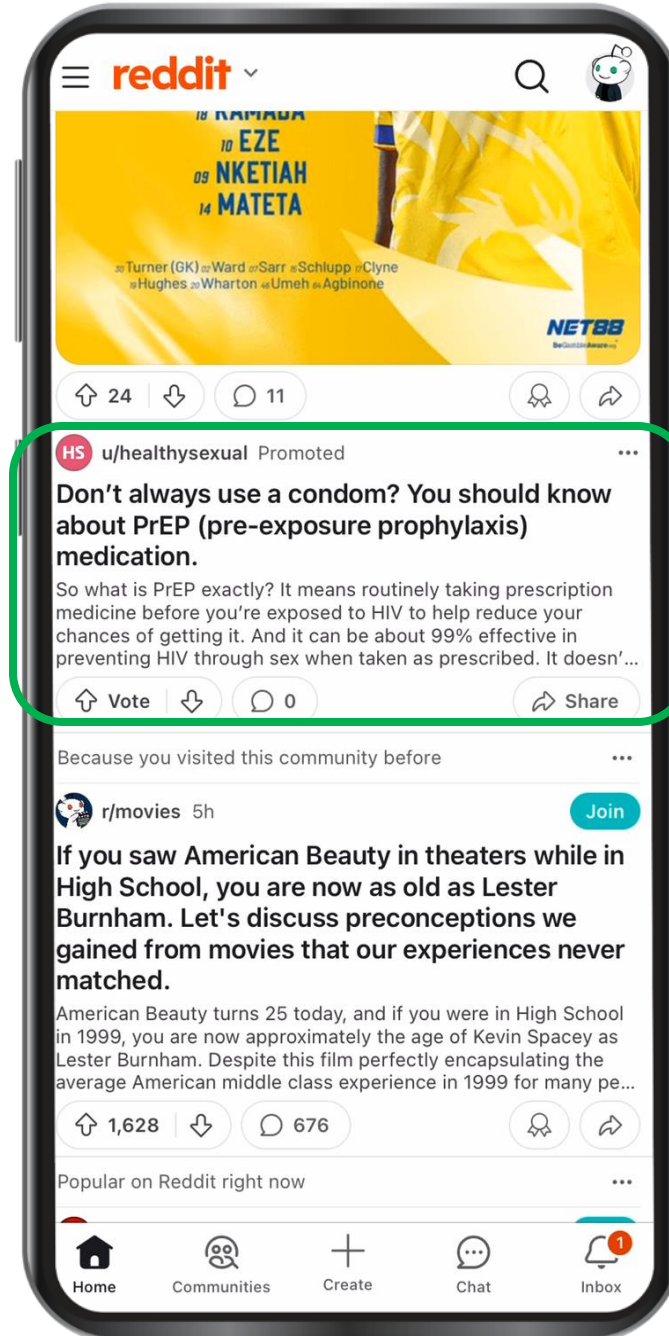
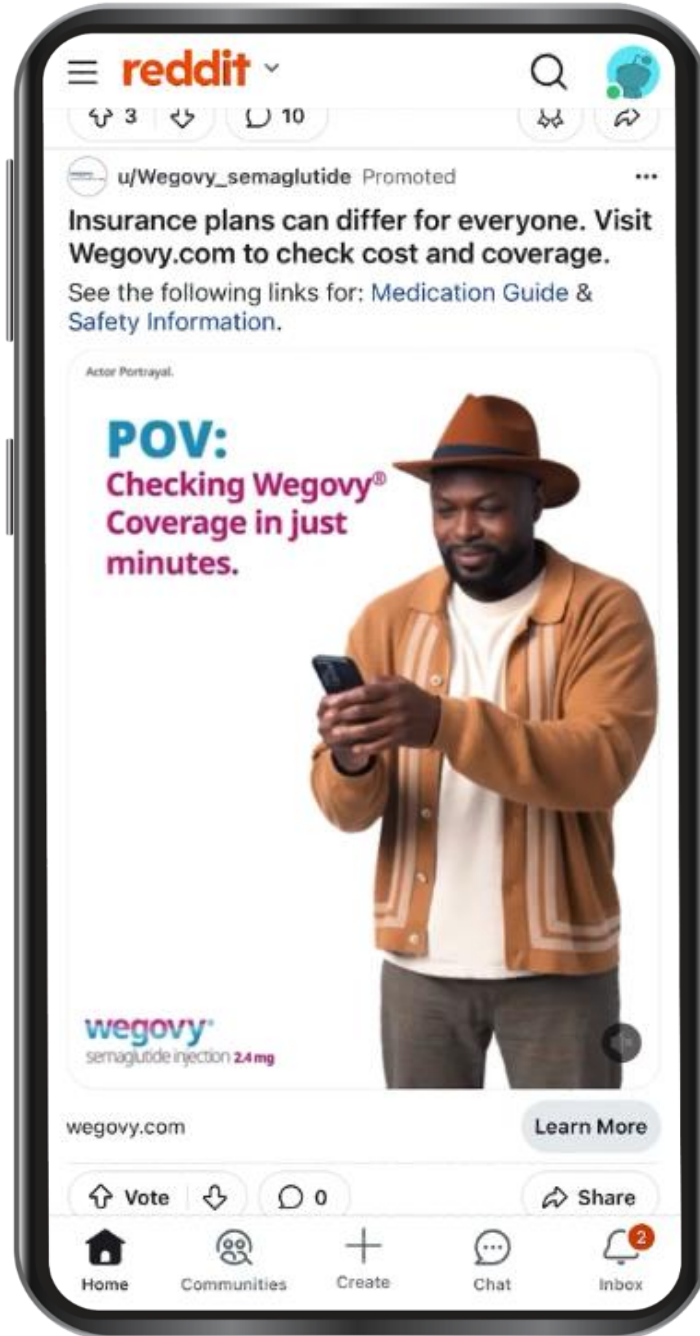


What Makes reddit Different?

Unduplicated US Audience



PLUS: Reddit is also known for a culture of correcting misinformation and providing credible content



"There's no confrontation, news or drama. Pinterest is about ideas - not opinions."

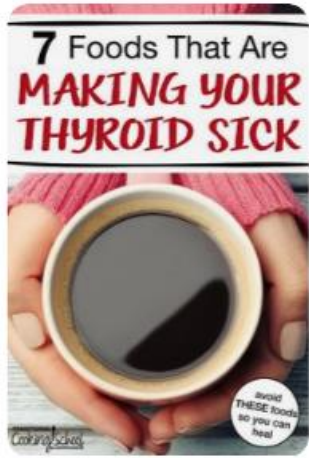


People feel Positive on

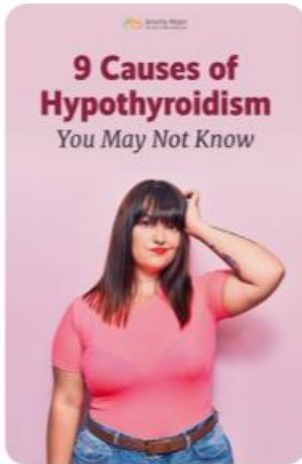


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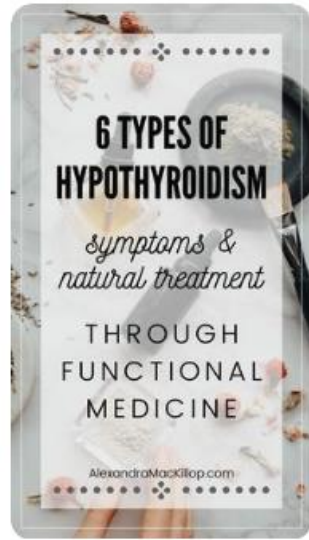
People ranked Pinterest #1 vs. 7 peer platforms as having the most “positive impact on their lives” in a 2023 study.



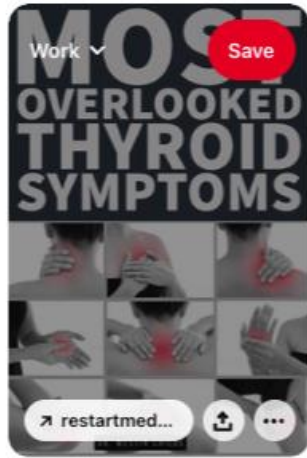
7 Foods That Are Making Your Thyroid Sick



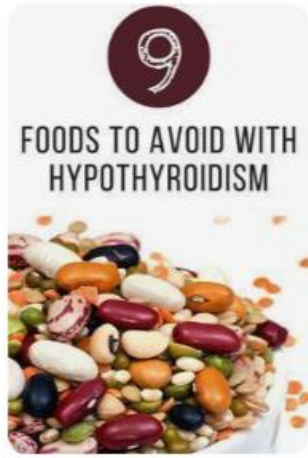
9 Big Causes of Hypothyroidism You May Not Know



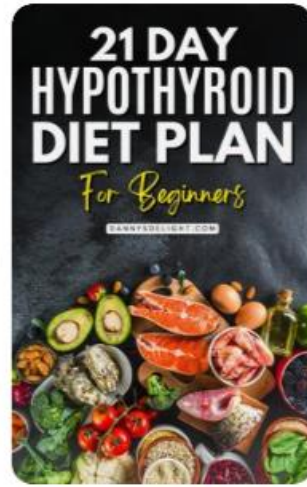
6 Types of Hypothyroidism (a Functional Medicine Approach)



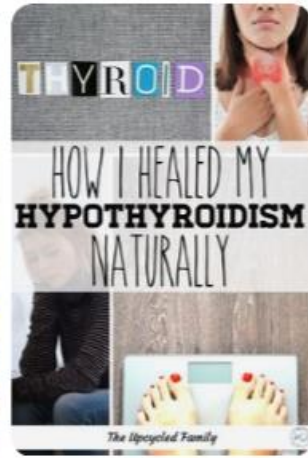
9 Surprising Symptoms of Hypothyroidism: Don't Miss...



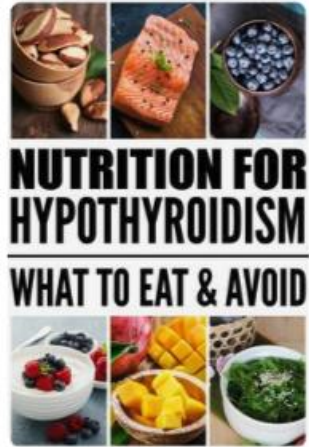
9 Foods to Avoid with Hypothyroidism



21 Day Hypothyroid Diet Plan For Beginners



Don't Let Hypothyroidism Ruin Your Life | Heal it Naturally



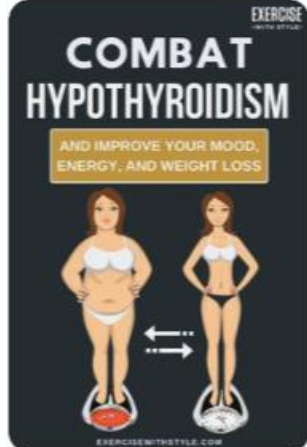
Nutrition for Hypothyroidism: What to Eat and What to Avoid



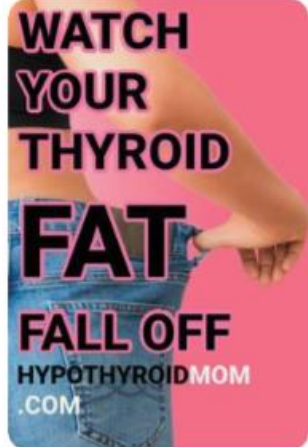
How To Lose Weight With An Underactive Thyroid: Your 6-Step Guide



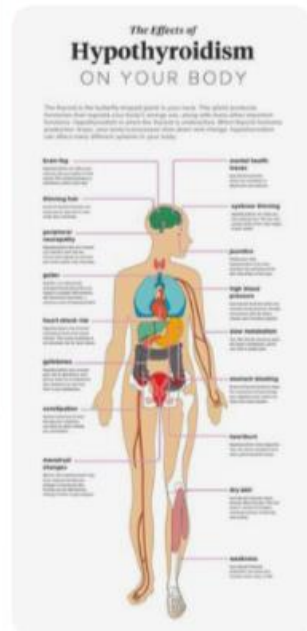
A Growing Gut, a Sinking Sex Drive, and 7 Other Signs Your...



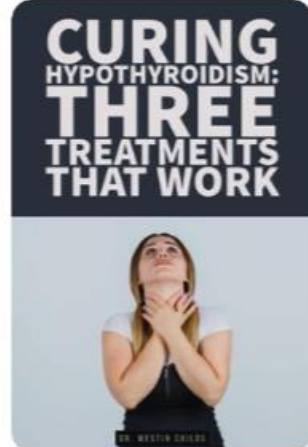
Combat Hypothyroidism And Improve Your Mood, Energy, An...



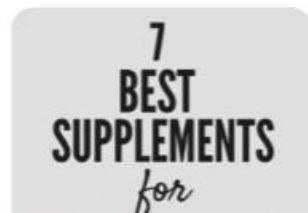
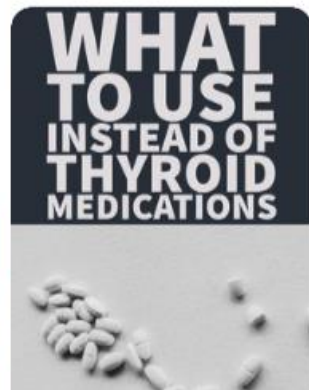
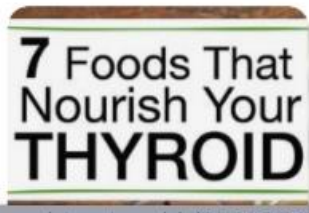
How to lose weight when you are hypothyroid



Effects of Hypothyroidism



Can Hypothyroidism be cured? 3 Treatments that work



HYPOTHYROIDISM:
food FOR
thought...

Can patients prescribed
SYNTHROID have grapefruit juice?

For hypothyroidism patients

Synthroid.
(levothyroxine sodium tablets, USP)

Full Prescribing Info & BOXED WARNING: www.rxabbvie.com/pdf/Synthroid.pdf

IMPORTANT SAFETY INFORMATION AND USE

IMPORTANT SAFETY INFORMATION

- Thyroid hormones, including SYNTHROID, should not be used either alone or in combination with other drugs for the treatment of obesity or weight loss. In patients with normal thyroid levels, doses of SYNTHROID used daily for hormone replacement are not helpful for weight loss. Larger doses may result in serious or even life-threatening events, especially when used in combination with certain other drugs used to reduce appetite.

Learn more ↗

See full Prescribing Info ...

Promoted by
SYNTHROID® (levot...



- Use movement and color to stand out
- WIIFM on first frame to grab attention
- Pharma friendly ads

Sources: Morning Consult, US, It Pays to Be Positive Refresh Study, Q4 2022, US adults.

Source: Talk Shoppe, US, Healthcare & Well-Being on Pinterest, Study commissioned byPinterest, October 2020



The APPportunity

Are You Missing



560K
APP Prescribers



29%
of all written
scripts in US



1.2B
Scripts per year



2021 → 2036: The Care Crisis



US population over 65 increases

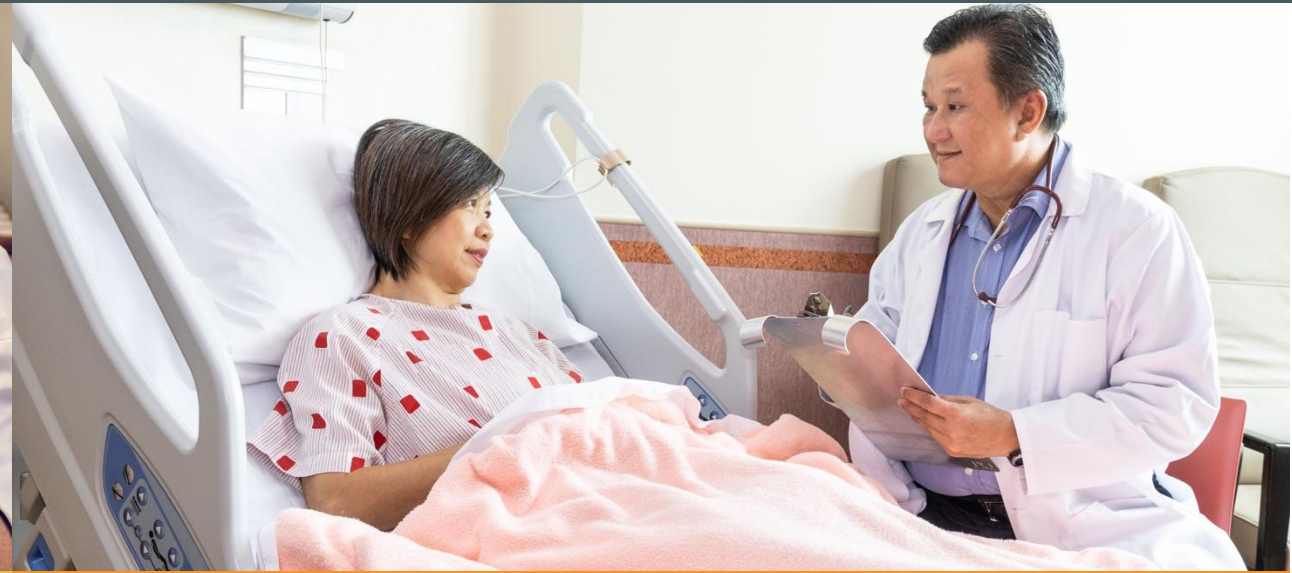
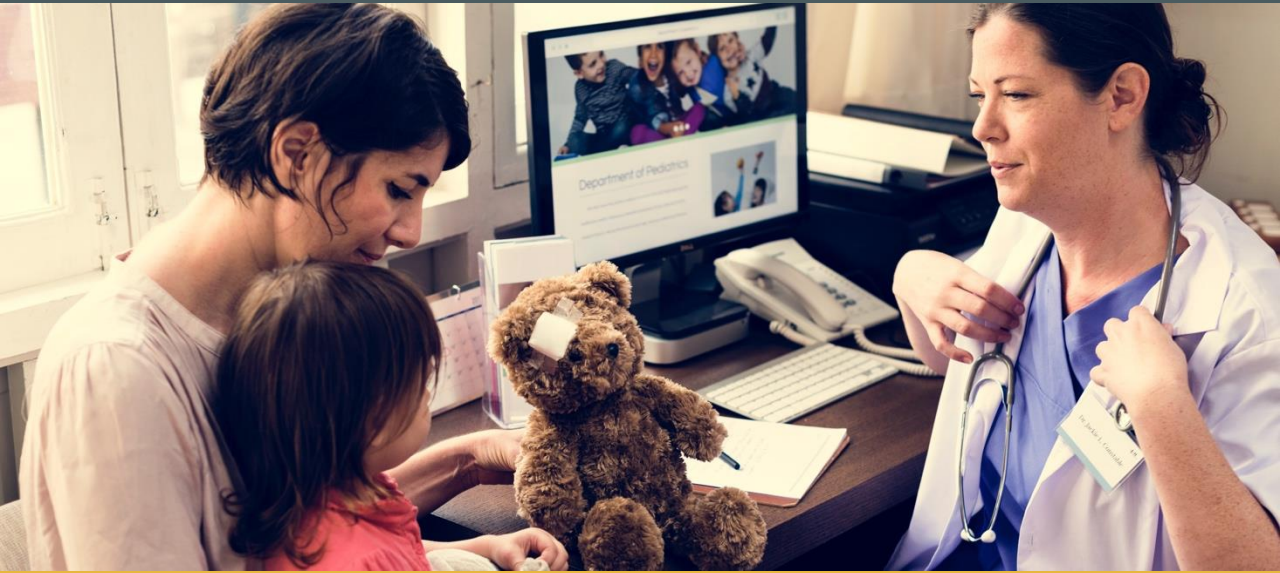
34%



HCPs reaching retirement age increases by

25%

2021 → 2036: A projected shortage of up to



44,000

PRIMARY CARE
PHYSICIANS

44,900

SPECIALTY
PHYSICIANS



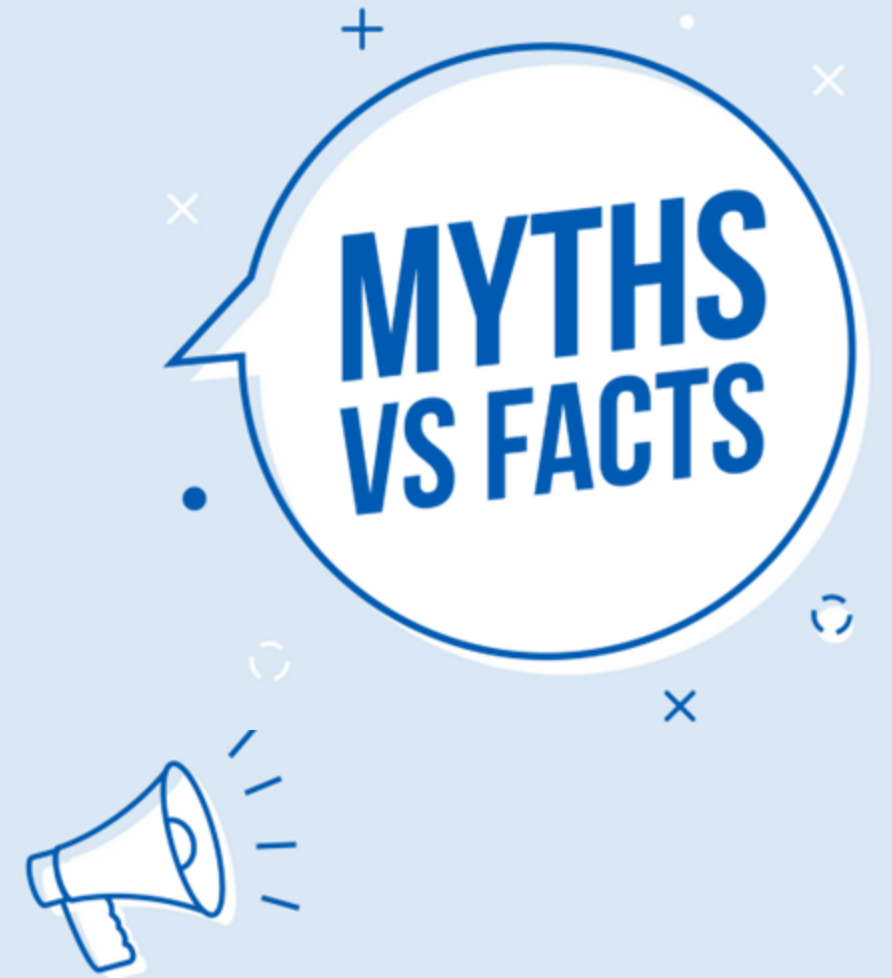
Advanced Practice Providers Help Fill The Gap

Increased number of Nurse Practitioners and Physician Assistants help to fill the gaps in both primary care and specialty roles



Dispelling Myths About APPs

- APPs are secondary support players
- APPs have limited input on care strategies
- APPs don't specify medications
- APPs don't operate independently
- APPs aren't up on the latest science
- APP Quality of Care is less than MD/DOs



APPs are Patient-centric

APPs spend more time with patients

- Holistic POV on patient engagement and care
- More in-tune to patient journey and frustrations
- Less likely to dismiss patient reported symptoms
- More involved in pre-auth/follow up
- Act as care navigator for complex condition management
- Educate and empower patients on conditions and treatments
- More cost conscious







Unlocking the Power of Comments

Why Peer Advocacy Works

76%

Say they're more likely to trust content shared by individuals vs content shared by brands

[\(AdWeek\)](#)

80%

Lift in clickthrough rate & **4x** increase in social conversions

[\(Case Study\)](#)

The Value of Comments

- Recommendations from patients have more credibility than brand statements
- Answer questions now before they forget to ask Dr.
- Harvest for new content topics & keywords
- Evaluate content success levels
- Builds community and awareness
- Increases algorithm performance



Creating a UGC Engine

Permission in Place

- Stories in comments
- Permission in DM
- Program benchmark:
 - 56% say yes
 - 13% no
 - 31% no response

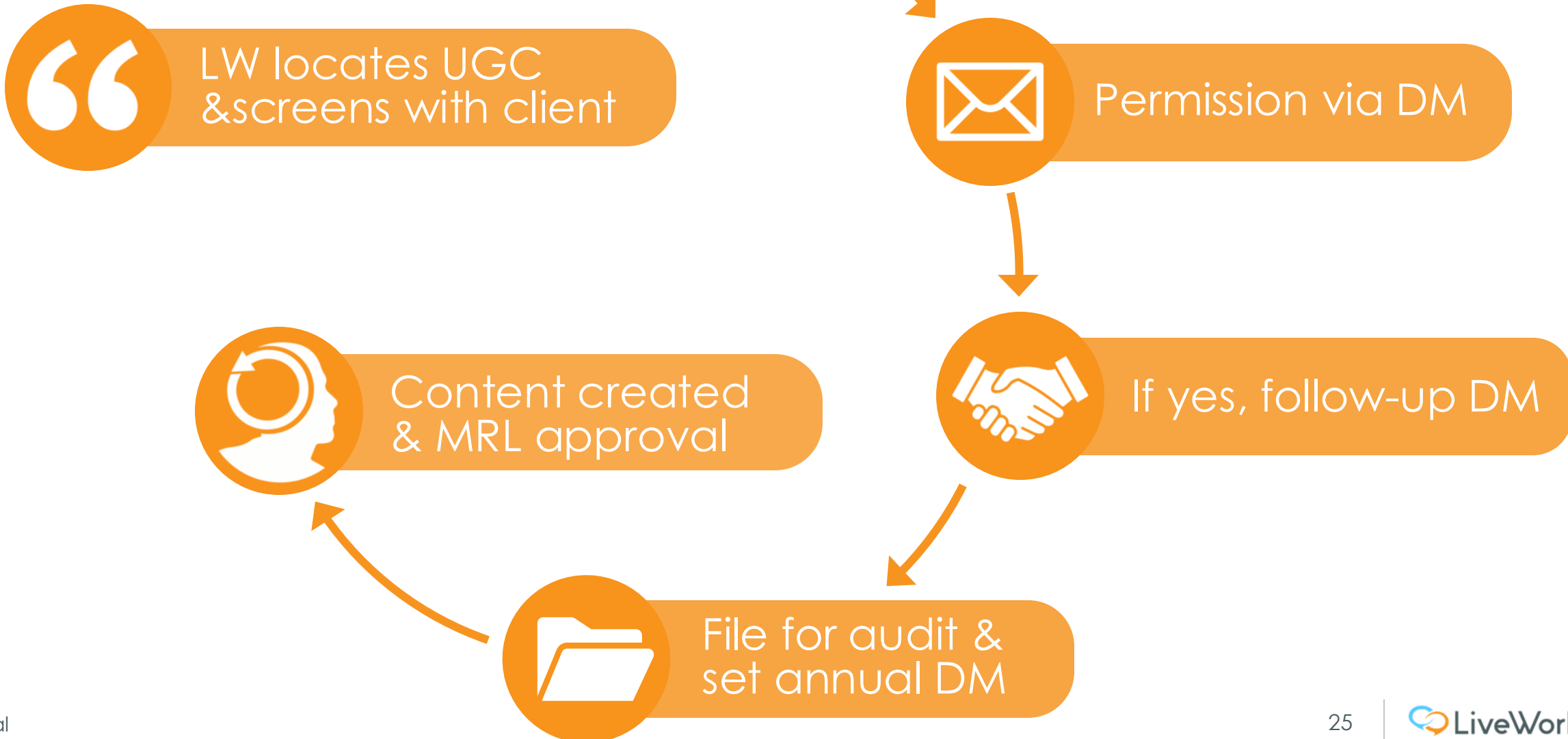
Request Longer Stories

- Stories in comments
- Push to website OR
- Ask for interview
- Recommend adds to website

Create Stories Campaign

- Solicit experiences via campaign
- Challenging on some platforms
- Can't ask for positive stories only-prompting

UGC Permission In Place Process





Thank You!

