



Leveraging

Social Media

for Pharma Marketing



Rethinking Social Media for Pharma Marketing

The pharmaceutical industry is finally heading into the territory of social media. In the past, pharmaceutical companies have used social media primarily for delivering a corporate message instead of being social with consumers and patients. Things are changing, however, as more pharmaceutical companies are realizing the true potential and transformative power of social and conversational marketing.

How can pharmaceutical companies leverage the power of social media? **At LiveWorld, we'd like to present four trends we've observed for 2017.** Identifying early on where the market is headed can be of great value for pharmaceutical marketers.

“ Digital offers hope that healthcare organizations may succeed not only in finding ROI but also in improving consumer engagement.”

- Forrester



1

Branded Rx Is Coming Out of the Darkness

Pharmaceutical companies are great corporate communicators, but the communication often stops there. There is little to no direct interaction with the consumer. Social media offers a new frontier to pharmaceutical brands who can leverage it from just a marketing presence to engage consumers in conversations.

To see success from social media, pharmaceutical companies should shift their focus towards making connections and learning from customers in order to serve them better. Social media presents an incredible opportunity to engage in two-way communication with consumers that can build trust, loyalty, and community as much as it boosts brand advocacy and reputation.



Social Media Trend

2017 will be the year more pharmaceutical companies rethink their social strategy and begin using social media to be more responsive and interactive with patients, healthcare providers (HCPs), and caregivers.

Leveraging Social Media

How can pharmaceutical companies best optimize and use social media to transform their brands?

- Initiating conversations with patients, HCPs, and caregivers
- Answering patient and caregiver questions
- Creating branded Facebook pages with comments turned on

By doing so, pharmas can build relationships while humanizing their brands. Social media can also provide consumers and patients with crucial peer-to-peer support.



Bring on the Comments

Pharma marketers want to have direct conversations with customers about products and brands. Several things have to come together to do just that:

- Over time pharma marketers have gained a clearer understanding of the FDA's direction by watching warning letters. This allows us to create a path forward with confidence.
- Some of the social platform providers, like Facebook, have given us new options for staying compliant, such as scrolling ISI and the ability to limit comments to a page.
- There are brave brands that have paved the way for the rest of us to participate in social media.



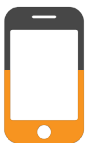
Social Media Spotlight

Take a look at the Rx drug Gilenya on Facebook. They are a good example of a prescription brand that allows comments and is interacting with and having conversations with its patients.

2

Pharma Customer Service Goes Digital

Patients are increasingly reaching for Social Customer Service, requiring pharmaceutical companies to jump on board or be left behind:



66% of consumers now prefer to reach brands (or be reached by brands) **through messaging apps**.



58% of consumers are **willing to spend more** on companies that provide excellent customer service.



82% of consumers have **stopped** doing business with a company because of bad customer service.



Contact Is Personal and Generational

The patient's method of contact with pharmaceutical companies is based on personal preference and often, age. While the older generation may reach for a phone, the caregivers and the younger audiences are likely to default to communication via their mobile device (tablet or smartphone). How can you reach everyone with equally amazing support?

For pharma marketers, social customer service is a relatively new development that can raise concerns:

- Regulations - Can we do this? The answer is yes! Many consumer questions that are generic in nature: product uses, payment assistance, etc., can be answered in public social media posts.
- Confidentiality - Conversations that require privacy need to be moved to a private space. This used to be a challenge on public social media, but today we have more options. Facebook Messenger, for example, enables private, one-on-one conversations directly with patients, caregivers, and healthcare workers.

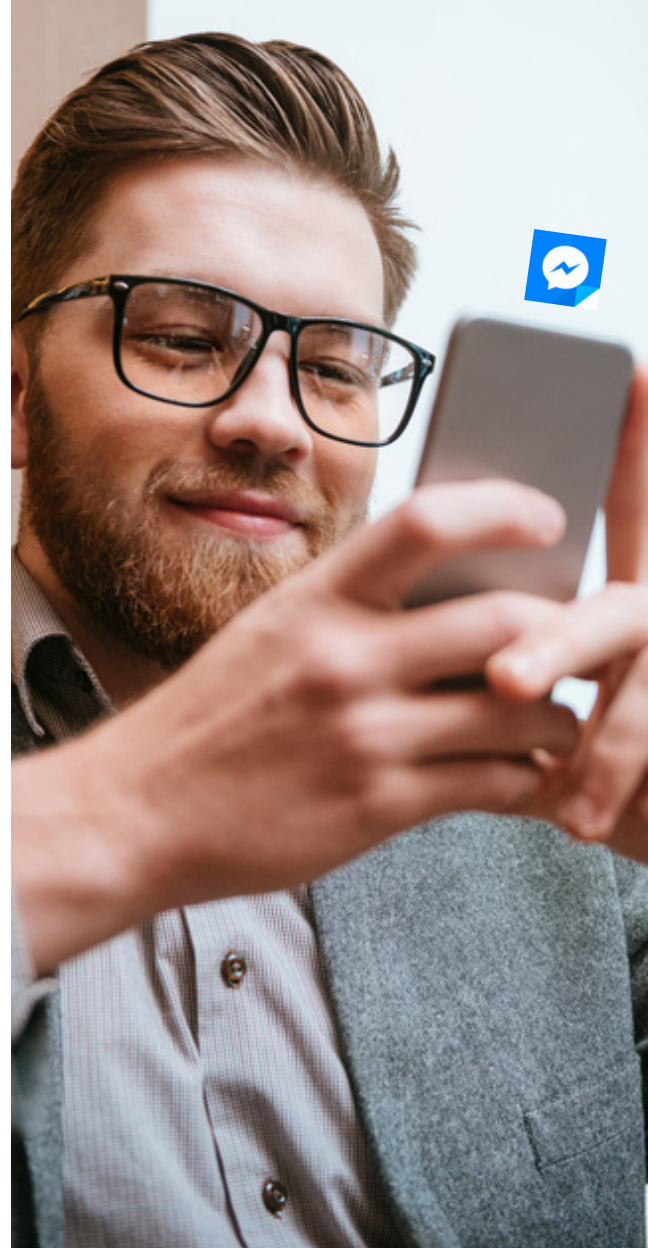


Social Apps Can Foster Excellent Customer Service

It's becoming easier than ever for pharmaceutical companies to provide social customer service while remaining compliant and private. An increasing number of solutions enable one-to-one conversational management.

Facebook Messenger:

- When a pharmaceutical brand is active on social media, their patients demand conversational response and engagement on the channel or platform that they're already on instead of being referred to a contact center phone.
- Brands can use a human and human-chatbot hybrid experience to give healthcare providers, patients, and caregivers responses on a variety of subjects. For example, customers inquiring about medication affordability can be referred to an automated form directly in Messenger.
- Healthcare providers and patients can ask medical questions safely and privately in a private and encrypted environment for HIPAA compliance.



The Case for Social - Internet of Things

As the Internet of Things becomes a greater part of our day-to-day lives and the use of remote care and patient monitoring connected devices becomes more commonplace, there will be an increased need for social customer service from pharmaceutical and medical device companies.



46% of consumers are now considered active digital health adopters, having used three or more categories of digital health tools - telemedicine, wearables, social media, apps, and others



Social Media Trend

Users of these devices will rely on their mobile devices and Messenger to look for support rather than a phone to call a contact center 800-number.



3

Unbranded Disease-State Destinations Are Losing Steam for Pharma Marketers

Pharmaceutical businesses have created unbranded disease-state communities as a staid and general part of their marketing and social media strategy. Their purpose is to raise awareness around certain disease states, offer education, and encourage people along their disease journey.

It's become standard practice... but does it hold value for pharma marketers?



Too Many Communities Can Lead to Frustrated Patients

What worked in the past is quickly losing favor with consumers and patients. There are simply too many of these communities, and consumers are becoming increasingly frustrated.

A Google or Facebook search today on common disease states, like arthritis or leukemia, will generate dozens or more community pages with a similar purpose. Does creating another unbranded disease-state destination help reach your marketing goals?

If you have the only product in a space or in some special circumstances, this might be the perfect approach. For more common diseases for which communities already exist, this is a tactic that should be very closely considered before it is used.



LiveWorld Trend

The abundance of disease-state communities will consolidate and even disappear as they continue to lose the significance they once had.

4 Ways Pharmaceutical Companies Can Still Add Value to a Disease-State Community

Tip 1

The creation of new, unbranded communities can be successful if they are limited to disease-states that are currently under-represented in existing communities.

Tip 2

Contribute the community or Facebook page to a disease-state not-for-profit association to reach out to disease-state sufferers and survivors.

Tip 3

Focus marketing efforts and advertising dollars into one refined disease-state destination with the most members and where the most conversations are happening.

Tip 4

Continually monitor the community and social media for marketing insights.



4

Uncertainty for Pharma Companies on the Social Web

Patients are skeptical of pharmaceutical companies and drug prices, expecting the worst when it comes to their premiums and coverage.

According to the Edelman trust survey, as few as 20 years ago, more than 75% of Americans found the pharma industry to be trustworthy. Today that number is below 10%.

You and your pharmaceutical brand ARE going to face a social media crisis sometime this year, but you can be prepared for it.



69% of consumers pointed to the cost of their monthly premium, coverage of services and medications, and provider network as their most important considerations when choosing a plan from a health insurance company



A social media crisis happens much faster today with more costly consequences.

In August of 2016, the pricing of Mylan EpiPens caused a social media crisis. In one week, it dominated all media headlines and social conversation. In less than three weeks, the CEO was in front of Congress and the company was hit with a \$450 million fine.



LiveWorld Trend

Pharmaceutical companies will be quicker to respond to negativity as they constantly listen to and monitor social media as part of their enterprise-level crisis management strategy.

LiveWorld Brings Enterprise-Class Solutions to the Pharmaceutical Industry

Through services and software, LiveWorld empowers the largest companies in the world to deliver social customer experiences that deepen relationships between brands and customers. Our marketing, customer service, and insights solutions enable companies to maximize the potential of social media and online communities. LiveWorld services include strategy, campaign management, content moderation, customer engagement, social media analytics, and customer service. For over 19 years, LiveWorld has delivered services and software for moderation, engagement, customer service, and insight, enabling brands to manage social media and online community programs at scale. LiveWorld clients include the #1 brands in consumer packaged goods, retail, pharmaceutical, financial, and travel services. LiveWorld is headquartered in San Jose, California, with offices in New York City and Austin. Learn more at www.liveworld.com.

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