

Social Media Mindset

There's a lot to keep your eye on these days, but it all comes down to embracing the values of social media, **Matthew Arnold** reports

How to digitize your brand right

1 Integrate all the components of your digital footprint—brand.com, therapy.com, corporate site—with your offline messaging

2 Promote those digital assets through search and display advertising

3 Make sure you're fishing where the fish are, that your content is in the right places, whether it's health portals, infosites, product and condition centers or professional portals. Ask yourself: Where's my audience going? And do I have content there?

4 Reach out to your customers through whatever's appropriate to your category in digital media, whether it's physician finders, doctor discussion guides, etc. Give them something of value and something that conforms to your unique service proposition.

Putting together a digital media plan these days is something like playing with Legos in traffic. Just when you've gotten a social media scheme through med-reg, look out! Here comes mobile! It seems like every day brings something new that you need to keep an eye on. What's the right balance of e-detailing to live reps for your brand? Where and how should you be advertising online? Should you launch an app? And where to start—iPhone, Android or BlackBerry?

For all the complexity of the emerging media ecosystem, though, a few basic rules still apply—chief among them, listen to your customer, give them something of value and fish where the fish are.

“No matter what's trendy, the number one thing is know your audience,” says Shwen Gwee, lead for digital strategy and social marketing at Vertex and proprietor of the blog Med2.0. “It still costs a lot more to build something than to go where the people are.”

That was the lesson of Bayer Canada's recent work on Mirena. The company set up social media “listening posts” on several brands, with a team of analysts monitoring comments and conversations online about those products. They quickly found that most conversations about Mirena, a contraceptive intrauterine device, were happening not on general health sites but rather on parenting sites, between new moms or those with toddlers weighing contraceptive options. “We found them on these sites, talking to other mothers when their babies are sleeping about new mom subjects, contraception being one of them,” said Bayer's Claudio Battaglin, senior manager, e-marketing.



Bayer Canada found its target audience for Mirena, not on general health sites but on parenting sites

Because Canada's DTC rules allow advertisers to tout their brands but not the conditions they treat, Bayer ran banner ads on parent sites featuring a simple image of a family co-sleeping under the headline “Are you ready for Mirena?” The aim of the ad was to create a warm and fuzzy halo around the brand. They saw a noticeable sales increase, particularly in scripts written by doctors specializing in new mothers.

“Social media as an approach is more important than the actual platform,” says Vertex's Gwee. “The

approach you take, your mindset, should have social media values attached—it's about establishing trust, bringing value to your customer, empowering them, and then making sure that you're listening to them. What you're doing is no longer about selling messages. It's about creating value."

Pharmas aren't expecting much in the way of social media guidance from FDA this year, so listening is likely to remain the limit of what most companies feel comfortable doing in that space. Many shy away from even listening for fear of missing an adverse event report and failing to pass it along to FDA as required (notably, Bayer's Mirena team found very few qualified and actionable adverse event reports, with most of what they did find lacking any identifiable information). But a few pharmas have jumped in with both feet—notably J&J, which has devoted



Charlie Kimball exemplified the can-do approach of his sponsor Novo Nordisk toward social media

serious resources to social media monitoring—and if FDA isn't saying much, at least the agency is listening, sometimes sympathetically, to industry and acknowledging its good faith efforts to grapple with the medium.

Mobile adoption coming on strong, video ascendant

For all the talk about e-detailing, spending on e-Promotion—defined as e-details, online meetings and

other web-based promotional activities for physicians—was flat in 2010 at \$525 million, according to SDI data. While top spender Pfizer upped spend by a third (33.8%) to \$77 million, fourth-biggest spender J&J's spending dropped 36.2% to \$25 million and fifth-ranked Novartis saw spending decline by 18.8% to \$23 million. The best-supported product, e-promotion wise, was Singulair, for which spending was flat at \$18 million, followed closely by Pristiq, which increased spend by 57%. Rounding out the top five were Januvia (\$14 million), Vytolin (\$10 million) and Nucynta (\$8 million).

Physicians aren't standing still—72% of them used a smartphone in 2010, according to Manhattan Research, and that number is projected to rise to 81% by 2012. Where physicians currently use mobile devices to access clinical content and perform quick tasks, about half will use their devices for administrative functions, learning and patient care within the next year or so, the research firm says.

"Mobile continues to be a critical area for marketers," says Manhattan Research VP Monique Levy. "It's no longer should you but do you do apps or optimize properties for mobile, or do you do both, and what do you do about iPads, which have the potential to substantially change how physicians are doing anything beyond research, anything connected to running the practice or following the patient."

Adoption of mobile devices has been slower on the consumer side, but is expected to rise sharply this year. Already, nearly 30 million US adults are mobile health users or use apps, text messaging or browsers on their mobile devices for health reasons, according to Manhattan Research data. Forty-one percent of patients would like more of their care delivered via a mobile device, according to PricewaterhouseCoopers, and branded mobile health queries are up fourteen-fold since January 2008, according to Google.

"Mobile is emerging fast," says Mike Keriakos, cofounder and president of Everyday Health, which has launched 16 apps over the past 18 months. "Consumers are very comfortable using their handheld devices for personal functions, which opens the door for health. We see how consumers are using it to manage their healthcare. It is the ultimate compliance tool and this year, marketers will focus on using it that way."

The big barriers to consumer app development are proliferation of platforms—the impossibility of simply porting apps from one to the next—and the increasing impossibility of cutting through the clut-

Google's top interactive trends in 2011

American adults are e-Patients

Looking for health info is the third most common online activity, right after e-mail and using search engines, for every adult age group.

The internet is good for patient health

Online empowers patients—67% of consumers feel more empowered and informed of treatment options, 61% feel in control of treatment, 59% feel confident and independent of their treatment options. Trust is up—health consumers have increased their trust in online resources 44% over the past two years.

Online video is essential for health

A third of consumers watch health videos online—greater than the percentage of consumers watching celebrity or food-related videos. Online health video has risen among consumers online for Rx drug information in particular, growing from 21% in 2007 to 48% in 2009.

Mobility for health grows in importance exponentially

Forty-one percent of patients would prefer to have more of their care delivered via a mobile device and 56 percent say they like the idea of remote healthcare.

Movement from patients consuming content to creating content

In 2010, 89 million US adults tapped social media resources for health-related purposes, compared with 63 million in 2008.

Overview

ter in some categories. “The issue here is how to get a critical mass of consumers to use any one app,” says Manhattan Research’s Levy.

While mobile and social media have the buzz, online video is also ascendant in the health space, fueled by the rise of YouTube, Hulu and Netflix. More than a third of online US adults watch health-related online video, according to Manhattan Research.

“Professional quality content is becoming pervasive, and that means Hollywood studio-type talent is getting very involved in the online-originated digital content category,” says Raj Amin, cofounder and CEO of health video site HealthiNation. “It’s quickly becoming device agnostic. You get all the interactivity and metrics that you get online powered by much higher-quality content. You almost have to think of it as being another complete category alongside banner advertising and search advertising.”

YouTube, by the way, is the world’s second largest search engine, with 2 billion views a day (by comparison, Facebook has 550 million members and Twitter 110 million daily Tweets). The site logs 17,000 hours of user engagement per day.

“Online video watchers are more likely to re-



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Shwen Gwee, lead for digital strategy and social marketing at Vertex

member and have a favorable view of a brand after watching an online video ad,” said Michelle Bandler, head of display advertising at Google Health (Google owns YouTube), at last month’s ePharma Summit. “On video, people’s appetite for content is much longer.”

What’s next: Twitter TV, Rx Groupon and gaming everything

“Twitter TV” is an emerging phenomenon, says Vertex’s Gwee, as consumers use the platform to watch other media—be it *Glee* or the Grammys or the big game—communally, their musings bound by a hashtag. Also on the horizon is a much closer meshing of IT and marketing.

“It’s a marriage made by necessity,” says Razorfish Health group VP, client engagement and strategy Alfred O’Neill. “The merging of the understanding of what is possible and how it can be implemented with what your target audience needs and is using.”

That shift is evident at ad agencies, which have been on a geek hiring spree of late. It touches on another looming challenge: Electronic medical records, for which \$20 billion in federal funds have been set aside under the Patient Protection and Affordable Care Act. “It’s a big issue in terms of how it will impact a physician’s workday,” says Manhattan Research’s Levy. “It’s early days, but it could be a game changer. Are marketers going to have to learn to pipe in to EMR? What will the user profile be?”

Levy sees financial assistance getting more attention, due to a combination of increasing generic competition and recessionary pressures on the industry. “Surprisingly, we’ve found that forgetfulness and behavioral issues are driving adherence problems rather than cost-cutting, but certainly there’s demand for incentives,” says Levy. “Pfizer’s doing a great job with coupon cards.”

And expect to see gaming mechanics incorporated into all kinds of apps and sites, says Gwee, whether location-based or check-in-based.

“The Foursquare approach is going to be worked into a lot of things,” says Gwee. “People are realizing it doesn’t take monetary incentives for people to do things a lot of the time. And I think e-patients as a whole are getting a bigger share of voice. The platforms are there for them to voice opinions. You’ll see them a lot more at conferences, having their own conversations, writing more and talking more all over the web. It’s not just going to be cancer and diabetes patients.” ■

Top Products in DTC ePromotion Spending '10

	2010 ePromotion Dollars	2010 % Chg Yr Ago
Total market	\$525,441,416	+0.4%
Singulair	\$18,819,816	-0.9%
Pristiq	\$18,253,784	+57%
Januvia	\$14,366,675	+19.9%
Vytorin	\$10,069,524	-16.3%
Nucynta	\$8,633,122	-18.8%
All others	\$232,794,708	+3.9%

Source: SDF's Promotion Audit 2010

Top Corporation's ePromotion Spending '10

	2010 ePromotion Dollars	2010 % Chg Yr Ago
Total market	\$525,441,416	+0.4%
Pfizer	\$77,238,245	+33.8%
Merck	\$74,309,835	-10.3%
Unspecified	\$73,197,338	+3.3%
J&J	\$25,270,698	-36.2%
Novartis	\$22,945,759	-18.8%
AstraZeneca	\$19,684,832	-0.2%
All others	\$232,794,708	+3.9%

Source: SDF's Promotion Audit 2010