

# Interactive Guide 2013

## From the editor

Welcome to our annual roundup of the digital adventures of pharma. You'll find this special MM&M supplement to be packed with trends, data, insights, tips and commentary on all things interactive, including social-media mining, getting med-legal approval, the latest HCP trends and a Think Tank forum of five industry experts. While I can't promise it will get you through the perfect storm, I hope that it will at least provide you with some food for thought. As usual, you can check out our annual showcase of digital partner companies, starting on page 15.

James Chase, Editor in Chief, MM&M

### 4 Overview: A new era of partnerships

Digital's biggest impact is a social one: widespread behavioral change

### 6 Analytics: Social insight

The way we find data online is taking a back seat to how we decipher and use that data

### 7 Organizational Change: Digital DNA

Pharma companies restructure their organizations for a more productive digital push

### 8 Regulatory: Who's afraid of MLR?

Many marketers have positive experiences with MLR. Our tips to expedite approvals

### 10 Healthcare Professionals: The iPad and other drugs

The love affair between MDs and their iPads continues. How reps can make the most of it

### 12 Digital Think Tank: On the digital curve

How to keep pace with digital's growth? Five experts on pharma's gains and challenges

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