

Drug Brand Perceptions: Breast Cancer – a Social Media Analysis

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Abstracts

Over the past decade, the pharmaceutical industry has built up its social media presence. From Facebook pages and Twitter micro-blogs to branded community forums and supported web pages, drug companies are working hard to get their message out.

But do patients and caregivers want to hear it?

Although 95 percent of the top 20 drug companies now have some social media presence, the type and quality varies enormously. And until the FDA presents the long-awaited results of its investigation into social media messaging, that situation is unlikely to change significantly.

In the meantime, some of the industry's more obvious marketing strategies are serving only to alienate the public. In some instances, the public is given no real means of interacting with drug company forums. In others, Facebook pages and branded forums are swept clean of any negative comments or queries. The result: increasing public mistrust, long-term damage to brands and a widening gap between consumers and companies.

In *Drug Brand Perceptions: Breast Cancer – a social media analysis*, FirstWord tackles the debate on social media head-on, by delving into 200 conversations for each of six leading breast cancer drugs on patient blogs, posts and chats over two months. Using original research, the report analyses how breast cancer patients and companies respond to key drug brand issues, including patient information, treatment guides and side-effects. By examining the public's perception of drug performance through the social media lens, the report highlights the industry's strengths—and weaknesses—in dealing with Web 2.0.

The report offers insights into:

The current climate and attitude of social media users towards pharmaceutical companies

How patient discussion on social media is impacting brand perception

The report

Examines 200 social media conversations on each of six breast cancer drugs over two months and several platforms

Reviews which companies and drugs are actively engaged in social media, and to what extent

Includes key sentiment analysis, a 'share of voice' breakdown, word clouds and drug profiles

Reviews strategies used by companies to engage in social media

Branded drugs analyzed in this report

Taxotere (docetaxel)

Arimidex (anastrozole)

Femara (letrozole)

Tykerb (lapatinib)

Herceptin (trastuzumab)

Avastin (bevacizumab)

PULL OUT QUOTE

“Social media provides a platform for the traditionally stronger US healthcare consumer to export their thinking and their opinions, creating an entirely new global environment for marketing drugs. How pharma companies interact with the growing patient voice is challenging, but is arguably the biggest single determinant of success over the next few years.” FirstWord Dossier

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