

# Pharma and Social Media -- the Leaders and Followers

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Date: August 2009

Pages: 75

Price: US\$ 295.00 (Single User License)

ID: P9DDD4D2D27EN

## Abstracts

The phenomenon of social media is seeing the creation of information and interest communities on an unparalleled scale, and health is among the most popular.

For pharmaceutical companies, the potential benefits of using social media sites are balanced with the need to stay within the spirit and letter of regulation. Clearly, even at this relatively early stage, some of the initiatives are pushing the boundaries of what many consider to be acceptable.

Social networking cuts across geographic, social and economic boundaries – will regulators, especially in countries that seek to tightly control pharmaceutical marketing, be able to stem the tide of information and promotion coming from outside their jurisdiction?

### Key opinion leaders speak out

This concise 50-plus-page report from FirstWord provides a valuable insight to the state of the pharma industry's approach and use of social media sites. Packed with examples and insights from leading companies and opinion leaders, the report examines the social networking initiatives of 50 leading companies and establishes:

The level and type of activity, by company, in each of the leading social media;

The differing approaches being undertaken such as discussion forums, disease information sites and patient groups.

### The report:

Examines user attitudes – genuine patient information versus cynical product support?

Warns of the potential PR dangers of getting it wrong;

Highlights US FDA regulatory pitfalls surrounding adverse event reporting and off-label product use;

Provides many case studies illustrating pharma company use;

Allows you to see, at a glance, which companies are most active and in what areas.

### **Networks covered by the report:**

Twitter

YouTube

Brand-sponsored discussion groups

Facebook

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