

Pharma Social Media Campaigns: Current Thinking and Future Outlook

<https://marketpublishers.com/r/P67C3F09BCBEN.html>

Date: February 2011

Pages: 51

Price: US\$ 395.00 (Single User License)

ID: P67C3F09BCBEN

Abstracts

Pharma continues to await clear advice from those bodies that have traditionally established its guidelines with reference as to how they should direct their activities within the social web. Specific advice directing the industry's activities on the Social Web is taking a long time to emerge, and in the interim those at the vanguard of Pharma's new media interests have taken it upon themselves to find legitimate, approvable ways of using promising technologies effectively.

This report focuses upon those pioneering individuals within the Pharma industry who through their deeds and enterprise are amplifying the message that the best way for Pharma to prepare for tomorrow on the Social Web is through its participating within these environments today.

This report offers insights from leading industry experts into what prompted them to take the initiative on the Social Web, the obstacles they have faced and how they overcame them, and the outcomes of their actions. The report concludes with their expectations for the future, and advice for those following in their footsteps and embarking on the planning of a Social Web campaign.

Pharma Social Media Campaigns: current thinking and future outlook foregrounds some of Pharma's leading voices within Social Media: Veronica Botet, (GE Healthcare), Craig A. DeLarge (Novo Nordisk Inc.), Irina Osovskaya (Janssen), Atul Sharma (Alembic Limited), and Gillian Tachibana (Merck Serono).

Featuring a contextual introduction, extensive subject insights derived from original interviews, and a concluding section collating key findings into best practice suggestions Pharma Social Media Campaigns: current thinking and future outlook offers intelligent,

insightful and timely reading for all those interested in What's Next in effective contemporary healthcare communications.

The report includes:

Expert insights from veteran industry Social Web campaign architects

Comprehensive explanations of the thinking behind the strategic planning and tactical implementation of Pharma and Healthcare campaigns on the Social Web.

Key features:

Contextual introduction offering synopses of recent discussions pertaining to Pharma's Social Web activities

Stage-by-stage best practice summaries of Pharma campaign tactics

In-depth analysis of whether there is an optimal number of platforms to utilize within a Social Web campaign, the delineation of iterative strategies that have delivered results, and the identification of obstacles to success

Conclusion collating key findings into best practice suggestions

Key quotes from the report:**Irina Osovskaya, e-Business Manager, Janssen**

Maintaining and adapting a campaign on the Social Web is akin to building a house. You begin by laying the foundations that the edifice will be supported by. You construct the structure piece by piece, and as you go along you come to appreciate what you like, what you do not like, what you are going to keep, what you will need to change, and what you intend to scrap. We know that we will be constructing steadily it in stages and that we cannot just throw our building up and assume that it will be robust. We cannot rush to get the roof on before we have finished the foundations.

Craig DeLarge, Director, Healthcare Professional Relationship Marketing, Novo Nordisk Inc

There are three major obstacles to the success of Pharma campaigns on the Social Web. Firstly, the lack of clarity from the Federal Drug Administration (FDA) concerning Social Media guidelines; secondly, the natural conservatism that is evident within the industry on every occasion that it faces any new media; and thirdly, the lack of stakeholder understanding of the pros, cons, and unique characteristics of Social Media.

Questions Answered**Pharma Campaigns on the Social Web: In theory**

What is your opinion of the following statement: "no Pharma campaign on the Social Web should exist in isolation. In order to be effective, it must be integrated into a broader strategy"

What should the catalyst for the creation of a Pharma campaign on the Social Web be? The perceived, stated or overheard needs of constituencies that a company wishes to serve? The company's strategic interests? Something else?

To what uses do you feel the Social Web is being put to most effectively by Pharma? What uses are currently being overlooked or under-utilized?

Pharma Campaigns on the Social Web: In practice

What constitutes best practice with regard to the following in the management of campaigns on the Social Web?

Preparation

Implementation

Monitoring

Maintenance and adaption

Cessation

Must an effective campaign on the Social Web be maintained on more than one platform, or are single-platform campaigns legitimate?

Which campaigns that you have been involved in do you feel were the most successful? What made them a success? How did that success manifest itself? Conversely, what have you tried that you feel to have worked less well?

What strategies have you adopted in order to avoid, disarm, or manage crises relating to Pharma Social Web presences?

What are the major obstacles to success for Pharma campaigns on the Social Web?

Pharma Campaigns on the Social Web: In the future

Do you think that Pharma's future on the Social Web will be subject to more stringent regulations, will exhibit more self-regulation, or be mediated in some other way?

What future trends with regards to Pharma's activities on the Social Web do you feel may be extrapolated from existing practices?

Pharma campaigns on the Social Web:
Key Learnings

What advice would you offer to peers about to commence upon the design of a Pharma campaign on the Social Web on the basis of your personal experiences?

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