

# Pharma & Social Media -- Report Collection

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## Abstracts

1.7 billion users

More than 380 per cent growth since 2000

Nearly 75 per cent penetration in North America alone<sup>1</sup>

The fastest growing, most complex, yet easiest-to-access phenomena in modern history, the internet and social media now dominate everything from how we live to how we do business.

While platforms like Facebook and Twitter have created a quickly growing global community, gaining meaningful access to it has proven a complex task for the pharmaceutical industry. That much is clear from the FDA's meeting in Washington this month to review and discuss pharma's use of social media for promotional communications. Yet for all the barriers — whether it's the inherent mistrust of patients on branded networks, restrictive regulations or closed-door policies of physicians to pharma sales — industry leaders are creating solutions.

From strategies that honor the spirit and letter of regulations whilst leveraging Web 2.0's power, to determining how to tap into the healthcare profession's influence points, Big Pharma is actively seeking ways to harness social media into a strategic and competitive edge.

But the question remains: Who has time to analyze every development and campaign?

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For a limited time, FirstWord is offering our three best-selling reports on Pharma and

Social Media in one specially-priced bundle, to give you a 360° view of the leaders, the followers and most importantly, how the information and power driving social media can be captured.

The bundle, which is a saving of more than 10 per cent off the regular price, contains insights into three key areas: the use of social media by patients; the successes and failures of the industry in tapping into it for dissemination; and possible strategies for engaging the social media-using healthcare community.

**The package offers the best-selling reports:**

[Pharma and Social Media: The Leaders and Followers](#)

[Pharma, Physicians and Social Media: Engaging Opportunities and Challenges](#)

[Pharma, Patients and Social Media: Engaging the Empowered Consumer](#)

**The reports:**

Examine not only how patients use branded and unbranded social media sites, but offer critical insights and solutions into how to tap into Web 2.0

Review how physicians and other HCPs are using social media, and analyzes the benefits and drawbacks of becoming involved

Evaluate the efforts, successes and failures of the most and least active companies, and in what areas they're moving

**Networks covered by these reports:**

Twitter

YouTube

Facebook  
PatientsLikeMe  
Diabeticconnect  
Breastcancer.org  
Juvenation

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