Today We Will Discuss...

- How are social media and healthcare intertwined?
- Examples of social media affecting healthcare
- What direction is this new tool is trending towards?
- Practical applications for professionals
Presenters

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Director, Social Analytics & Insights
Who is M/A/R/C Rx?

- Member of Omnicom (NYSE: OMC)
  - $11.5 billion market cap
  - $12 billion+ annual revenue

- Subsidiary of M/A/R/C Research
  - 45+ years in custom marketing research solutions
  - 25+ years expertise in the pharma industry
Services We Provide

- Social Media Monitoring
- Verification/Adherence Programs
- Risk Management
- Safety Surveillance
- Pharmacovigilance / Pharmacoepi studies
- Personalized Medicine
- Comparative Effective Research (CER)
- REMS – Risk Evaluation & Mitigation Strategy
- Risk MAPS
- Pain Management Surveillance
- Patient Registry (s)
- Outcomes Research and Health Records Monitoring
- Forecasting – Formulary, OTC and DTC
- Competitive identification and targeting
- Market Sizing
Agenda

Poll Question

FAQs
- Can I get a copy of today’s presentation?
- Is today’s webinar being recorded?
- Can I tweet about the event? #SocialHealth @SmartResearch

Discussions
- State of Social Healthcare
- Analytics of the New Social Media
- Government Acceptance of Social Media
- Elements of a Successful Program

Q&A
4 Key Trends

1. Self-Expressed Patient Data
2. Disintermediation of Medical Personnel
3. Ubiquity of Adverse Event Knowledge
4. Government Acceptance of Social Data
Self-Expressed Patient Data
“Patient Data” Has Changed

- Facebook’s data – 3,000x the size of the Library of Congress
- On Twitter, every tweet has 35+ data elements
- 24 hours of video uploaded to YouTube every minute
- 2 billion searches on LinkedIn
Welcome to Disaboom Live!
As the premiere online resource for the disability community, Disaboom gives you the tools and the opportunity to:

- share your stories
- learn from others, and
- create a supportive network of friends

Whether you're a person with a disability, a caregiver, a concerned spouse or a friend, this is the place to connect – so get started now, we're waiting to hear from you!

Participate in the disaboom community!
- MEET OTHERS LIKE YOU
  - Introduce Yourself to the Community
- JOIN A DISCUSSION
  - Learn about others
- POST A BLOG
- UPLOAD A PHOTO
- EDIT YOUR PROFILE
- JOIN DISABOOM
  - It's Free!

Knowing what to be grateful for
Health Care Bill - Officially Passed
E-Book Readers

Health Care Bill - Officially Passed
Google Flu Trends

Explore flu trends - United States

We've found that certain search terms are good indicators of flu activity. Google Flu Trends uses aggregated Google search data to estimate flu activity. Learn more.

Fight influenza

CDC urges you to take these steps to protect yourself and others from the flu:

1. Get vaccinated against flu - it's your best defense.
2. Cover your cough, wash hands often.
3. Take antiviral drugs if your doctor recommends them.

Centers for Disease Control and Prevention

Animated Flu Trends in Google Earth

Download and explore Flu Trends data in Google Earth. Need Google Earth? Download it here.
E-Patient
[ee-pey-shuhnt]

“Citizens with health concerns who use the internet as a health resource, studying up on their own diseases (and those of friends and family members), finding better treatment centers and insisting on better care, providing other patients with invaluable medical assistance and support, and increasingly serving as important collaborators and advisors for their clinicians.”
Rise of the E-Patient

Common words used to describe E-Patients based on October 2010 Google search:
- “e-patient”
- “Internet patient”
- “health seeker”
- “cyberchondriac”

“E-Patient” is a term used to describe individuals who use the Internet and other tools to seek out, share and sometimes create information about health and wellness.

E-Patient Demographics:
- White: 65%
- African American: 51%
- Hispanic: 44%

Age Distribution:
- 18-29: 72%
- 30-49: 71%
- 50-64: 59%
- 65+: 27%

Education Distribution:
- Less than High School: 25%
- High School Diploma: 50%
- Some College: 74%
- College Graduate: 85%

Income Distribution:
- Less than $30,000: 44%
- $30,000 - $49,999: 66%
- $50,000 - $74,999: 79%
- $75,000 or more: 82%

61% American adults who have gone online to find health information.

51% People with chronic conditions who go online to find health information.

42% Adults who say they have or someone they know has been helped by following medical advice or health information found on the Internet.

60% E-Patients who say Internet research has influenced a decision about how to manage a medical condition.

88% U.S. adults with broadband connections who research health information on the Web.
E-Patient Statistics

- Searching online for health information is the third most common online activity (Pew Internet, February 2011)
- 59% of the total U.S. population uses online health information resources (Pew Internet, February 2011)
- 1 in 5 e-Patients live with a chronic disease (Pew Internet, March 2010)
Implications

- Patients have the **tools** & the **desire** to share
- They are **freely creating** the data we used to have to ask for
Disintermediation of Medical Personnel
WebMD Mobile App
well, I guess the zantac stopped working. :-(

Shoregirl72 · Pass a Note!
Posted 09/07/2011

About 3 weeks ago...my LO was put on zantac for his reflux and it actually starting working for him almost right away...his fussiness got less and less. I mean...he was a little bit fussy at times...but yeah...it seemd to be working.

Now in the past few days...I can tell it is flaring up again. He is on 1.5 ML twice a day. 3 weeks ago he was on 3 ML. I went to Dr office...so I am wondering if he is starting to outgrow his dose??

His next pedi apt is the 23rd...I guess I should find out what dose.

christibaldwin1
Posted 09/07/2011

Your supposed to get your dosed up due to weight gain. My daughter has been on it for 8 months now and I have had to slowly go up. I can tell you there is a dosage on kellymom.com for Zantac and that my 18.5 lb LO takes a 2 ml dose 2 x's a day, up from .10 mil at 4 months. I am trying to wean her now though. It's not always a need to go to another med. I would try the combo and luck.

TxDipiMama
Posted 09/07/2011

My dr put my baby on zegerid and that's what helped! She was on zantac, prevacid, and nexium. She is a perfectly happy baby now! Thank God! We also thicken her alimentum with simply thick. Perfect combo for her! Not every baby is alike though. It takes experimentation to find what works for you. Go to a specialist. They are more informative than a regular pediatrician.
Foursquare Place Pages

**Woman's Hospital of Texas**

- **Address:** 7600 Fannin Street, Old Spanish Trail, Houston, TX 77054
- **Phone:** (713) 790-1234

**Categories:** Hospital
**Tags:** untagged

**Check-Ins**
- Your Check-Ins: 0
- Total People: 322
- Total Check-Ins: 758

**Mayor**
- David R.
- 26 check-ins

**Photos**

- Jamie G.
  - My sister has had an amazing and simple experience giving birth here. The staff is superb!
  - January 11, 2011

- David R.
  - Easily the best place in the region to have a baby. A level of care and technical superiority found nowhere else. They really do save lives and change lives for thousands of families.
  - May 6, 2011
Patients Turning to Social Media

- 94% of respondents have used Facebook to gather information on their health care
- 1 in 4 respondents said social media was “very likely” or “likely” to impact their future health care decisions
- 32% of respondents stated their level of trust in social media was “high” or “very high”

Ouch! Chronic daily proton pump inhibitors can cause severe rebound gastritis. Nexium has always been there for me! Zantac here I come.

@askjustusmd Please call AstraZeneca @ 800-236-9933 to report side effects from our medications.
“While we have developed a corporate presence in the digital space, we believe it is increasingly important to participate in online channels to provide accurate and regulated information about our branded products in conversations with patients, caregivers, and health care providers.”

Bob Perkins  
Vice President – Public Policy and Promotional Affairs, AstraZeneca
Implications

- Patients have changed their “first point of contact” for medical information from their doctor to their computer.

- Ignoring the conversation does not end the conversation.
Ubiquity of Adverse Event Knowledge
Duloxetine Treatment Report

Category: Prescription Drugs

Most Popular Types: Cymbalta, Yentreve

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<th>Purpose</th>
<th># of patients</th>
<th># of patients with evaluations</th>
<th>Efficacy</th>
<th>Major</th>
<th>Moderate</th>
<th>Slight</th>
<th>None</th>
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</table>

See all 194 reasons taken ▼

See all 3287 patients currently taking Duloxetine

Mouse over the table for more information

Reported Side Effects

Side effects as an overall problem

Severe 248
Moderate 291
Mild 368
None 382

Commonly reported side effects, conditions, and hospitalizations associated with Duloxetine

- Sex drive (libido) decreased 111
- Nausea 110
- Sweating increased 96
- Dizziness 90
- Brain cloud 72
- Weight gain 69

See all 318 reported side effects ▼
Studies From PatientsLikeMe.com
Many of you attribute weight gain to Lyrica. In fact, of all side effects reported for either treatment, weight gain on Lyrica was the most frequently reported. By contrast as shown below, Cymbalta patients on our site did not frequently report weight gain as a side effect.

Implications

- Clinical trials are no longer the only “source of truth”
- The data coming from social platforms is clear, reliable, and statistically valid
Government Acceptance of Social Data
Regulations Have Changed

- HIPAA 45 CFR Parts 160, 162, 164
  - Updated in 2010 to include new definitions for social media
- DOJ using social media as evidence in litigation
- FTC guidelines issued for transparency in recommendations, endorsements
“The U.S. Department of Health and Human Services (HHS), Food and Drug Administration (FDA), and Centers for Disease Control and Prevention (CDC) are working together to provide consumers and partners with **social media tools** to access information...”

*FDA, May 5, 2011, “Public Hearing on Risk Communications”*
“..The scales of the risk-benefit balance are never frozen in a particular point in time; they are constantly shifting. With robust post-market safety surveillance, and the tools we now have under the law, the FDA can...adjust those scales so that therapeutic benefits always outweigh the potential risk to patients.”

Margaret Hamburg, FDA Commissioner, January 2010
“A DOJ slide presentation titled ‘Obtaining and Using Evidence from Social Networking Sites’ from the department's Computer Crime and Intellectual Property section describes how evidence from social networking sites can reveal personal communications that might help ‘establish motives and personal relationships.’”

“The purpose of this Department of Health and Human Services (HHS) Policy is to establish policy for the use of social media technologies ...this policy changes the default from avoiding use of social media technologies except when a specific business case is approved to embracing social media technologies unless a specified risk must be avoided.”

March 31, 2010, OCIO Policy for Social Media Technologies, Policy 2010-0003 - OCIO
Implications

- FDA and HHS can and will use existing regulations and laws for social media

- Health care entities need to take action to maintain their compliance
The 4 Elements of Successful Healthcare Social Media Programs
Healthcare has enough social data.

What we need is social context.
Dimensions of Context

Awareness  Insight

Architecture  Integration

CONTEXT
Context: Awareness

- Brand Opportunity
- Competitive Opportunity
- Engagement Opportunity
We just found out that we are having a baby girl! How fun to make my headbands for my own daughter! :)

Share · May 9 at 10:04pm

👍 5 people like this.
Context: Architecture

Social Networks
Facebook, LinkedIn, Twitter
Context: Integration

- Investment
- Marketing Action
- Audience Behavior
- Audience Reaction
- Financial Impact
  - Reach
  - Frequency
  - Yield
Context: Integration

- Upcoming Webinar: “Relationships to Revenue: Mapping Your Social ROI”
- October 26, 2011 – 12:00pm Central
- Visit marcresearch.com/social to register
Questions?

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Want to Know More?

- Patient-centric Outcomes Research
- Post-Market Surveillance
- Social Business Transformation
- Regulatory Guidance for Social Media