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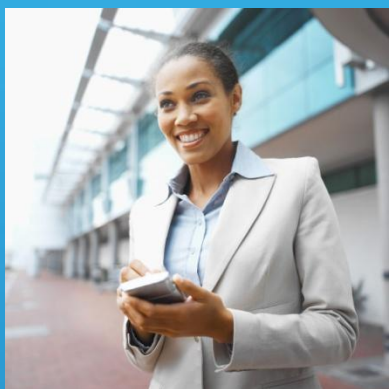
A United Strategy for Social Media Marketing in Healthcare Brand Management

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A United Strategy for Social Media Marketing in Healthcare Brand Management

- Social Media's Profile
- Utility for Brands
- Challenges
- Developing A United Strategy
- Rationale
- Brand- E-Media Universe
- Social Media Tactics
- Social media Monitoring
- Brand Website Tactics
- Brand Website Monitoring
- Clinical/Sales Field Applications
- Tactical Integration
- A United Strategy



- Social media is the evolution of chat rooms and bulletin boards we grew up with on the Internet driven by new needs and advancing technology
- More widely distributed via Blackberrys, cell phones, iPads, podcasts, etc. in simultaneous exchange
- Audio/visual content easily accessed in real time and instantly shared
- Participation driven by personal/professional interests and highly individualized purposes

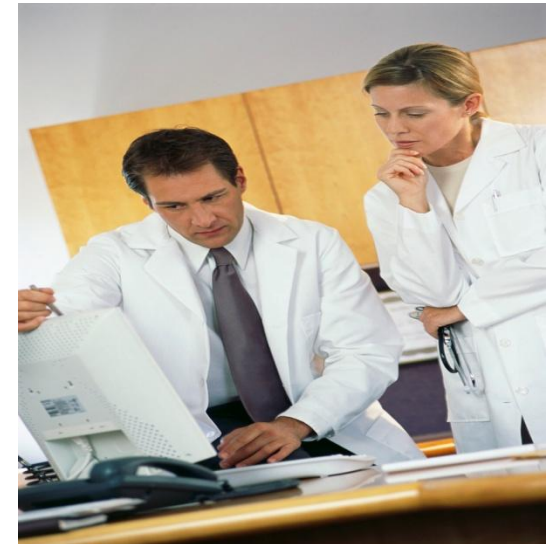
- Over 80% of physicians use a computer on a daily basis in their practice and consider it one of their top decision information resource tools
- E-prescribing and EMR mandates by commercial insurers, health systems and Medicare further drive doctors, nurses and pharmacists into daily interaction with electronic media
- Communicate attributes of your brand/product
- Assess opinions regarding your brand/product
- Participate as a focused spectator/strategic facilitator of activity taking place, information exchanged and content featured in social media



Healthcare professional venues
continue to increase by specialty and function

- Clinical Village
- Healtheva
- iMedExchange
- MedicSpeak
- Ozmosis
- Peeclip
- Physician Connect
- Quantia MD
- Rad Rounds
- Relaxdoc
- Sermo
- SocialMD
- Sosido
- Student Doctor Network
- Syndicom SpineConnect
- Tiromed

Healthcare Professional Venues



- There are numerous options for healthcare professionals brand to engage social media, social media initiatives require staffing and funding
- Some venues dedicated to healthcare professionals are not readily accessible to marketing interests
- Users may fragment participation between multiple venues according to personal/professional needs and preferences
- New venues easily developed and widely communicated, users easily leave one for another, requires ongoing monitoring and prioritization
- Social media operates by its own rules/technical standards, healthcare products usually have FDA and other regulatory oversight to account to

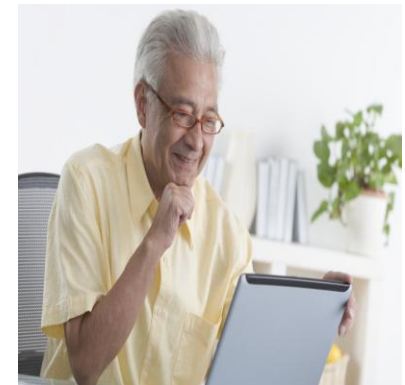
Technology presents new questions
and many options...

- Audio, video and text interfaces allow for multiple layers of content and participation across domestic and international markets
 - Content, topics and participants readily change
 - Your brand may not always have center stage
 - Brand's prominence may not always be assessed/measured
 - Participants may not always be brand stakeholders
 - You and your brand can not be everywhere at once

- Establish your brand's website as a central base of all Internet and social media marketing
 - Fortify its capabilities so it's well connected between website and social media venues
 - Continuity/transparency across new and established social media venues is key
- Selectively engage social media preferred by specific physician specialties and other healthcare professional stakeholders
- Consistently position brand in social media through messaging and content inertia, orient the social participant towards the brand's website

- As social media options increase and participation widens, the FDA and other agencies are devoting more resources to monitor them
- Clinical/promotional accuracy and continuity is important to centralize and maintain throughout electronic media presence
- Comprehensive information beyond a package insert or manual such as clinical studies, presentations and updated content can be easily accessed by healthcare professionals
- Social media content is often fragmented, healthcare professionals can be guided to brand site's deeper, clinically-oriented material
- Content can be managed, clinical, financial and technical resources strategically deployed and participation monitored via brand website

- Centralize your Internet dollar spend on brand site and select social media, maximize interchange between them
- Significant content capability through brand website may offer more options than some social media forums through updated “apps”, combined audio, text, video, print-on-demand, etc.
 - Interactive content exchange
 - Measurable
 - Direct access for analysis



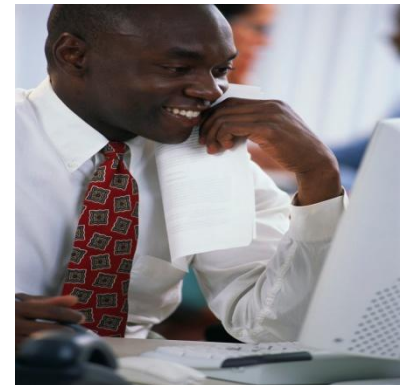
Brand E-Media Universe

Connectivity/transparency across new and established user environments is key...



- Fortify brand position/value in social media representation
 - Limit choice of social media venues based on brand's highest professional stakeholder participation
 - Focus the brand content plus your organization's staff and funding resources
 - Design practical applications to account for iPhone apps, Blackberrys, touchpads, etc. to exploit the technological features of those platforms
 - All clinical/promotional forays into social media forums are consistently referred or linked to brand's website

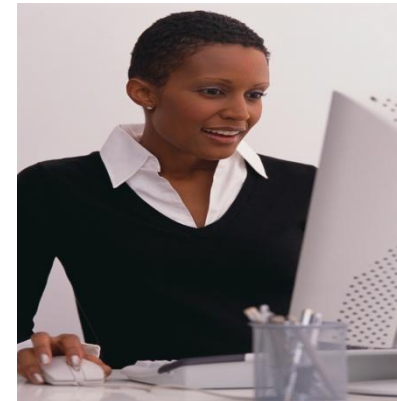
- Selectively utilize Facebook, Twitter and YouTube but avoid overexposure leading to “infomercial” portrayals or misalignment of the brand
- Collaborate with your internal clinical/medical staff to monitor venues and other limited access social media venues
 - Identify the social media they prefer for professional purposes
 - What social media do their counterparts use?
 - What is being communicated/shared?



Ongoing changes to stay ahead of ...

- Continue to assess professional stakeholder participation in the social media you are engaged with
 - What does dialogue/interaction consist of, is the brand's presence producing results?
 - Where are social media participants channeling in/out of your website and how is it changing?
 - Are other established or emerging social media venues being monitored, are they showing greater promise?

- Position brand website with an optimum profile for social media participants to have easy steerage towards/access to
 - Regularly assess search engine optimization, continue to reinforce the site's position to maintain a defined and high level profile
 - Maintain up-to-date content and technical functions healthcare professionals must find it to be a useful resource
 - Ensure top organic search potential



Brand Website Tactics

Customer preferences are paramount...

- Cultivate present/ongoing healthcare professional user intelligence on social media and website usage through compiling and analyzing site activity:
 - Page hits
 - Where viewers arrived from
 - Key word effectiveness
 - Repeat visitation



- Engage healthcare professionals via surveys, advisory boards and other interactions to align content, maintain aesthetic and functional standards
- Account for doctor, nurse, pharmacist and clinical managed care interests
- Identify new, optimum ways to meet online resource needs via website and social media
- Feature wider content, high degree of interaction, utilize audio/video capabilities to fullest extent possible, deliver an appealing digital brand experience for participants
- Maintain a consistent experience within the brand's international sites for unified global branding at the individual nation level

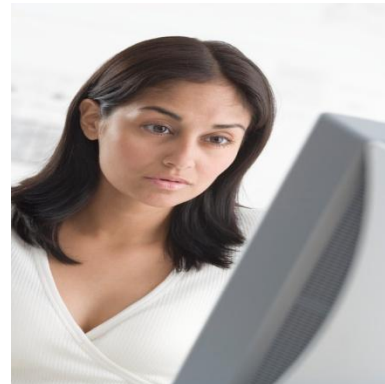
Clinical/Field Sales Applications

Provide your clinical and field sales teams with advanced customer communication capabilities...

- Augment the brand's internet and social media presence with clinical and field sales applications
- As appropriate, develop specific web/social media initiatives facilitated through clinical and field sales professionals
 - Continuity with E-Detailing messaging and brand aesthetics
 - Managed care pull-through support
 - Augment communications for product launches or new indications
 - Provide clinical studies and interactive presentations

Clinical/Field Sales Applications

- Significant utility to reach no-see physicians and other limited access healthcare professionals
- Highly focus the objectives of these initiatives for concise and strong message delivery, avoid impression of brand/product clutter



Get the most out of
your digital investment...

- Strategically position/promote your website and social media presence
 - Utilize Marketwire, RSS, Twitter and other conduits to communicate updates and thread your social media and Internet presence
 - Increase prominence of website address in sales collateral, press releases and other conventional communications
 - Integrate website capabilities/social media placements within conference exhibits and similar venues for clinical/promotional exchanges and demonstration purposes
 - Selectively engage email communications, avoid bombarding your healthcare professional stakeholders with emails or spam

- Directly align brand's web and social media presence with healthcare professional user patterns and professional needs
- Fortify brand website as a “go-to” in social media presence
- Concentrate resources, monitor select social media venues for user changes
- Augment web initiatives with clinical and field sales support



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