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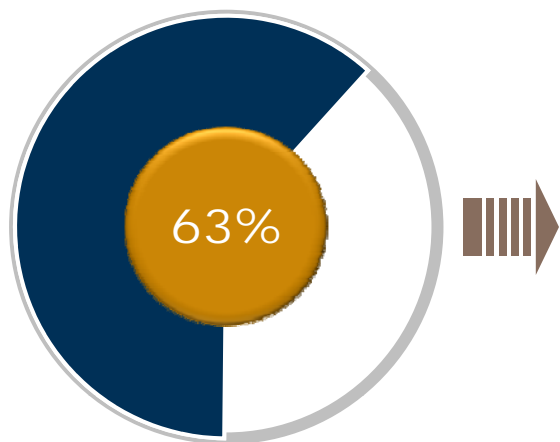
Online KOLs: Can You Choose to Ignore Them?

Debjani Deb
Managing Partner

Friday, July 01, 2011

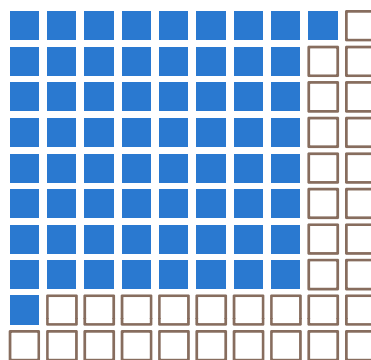
Listen. Learn. EmPower

Pharma stakeholders are online today



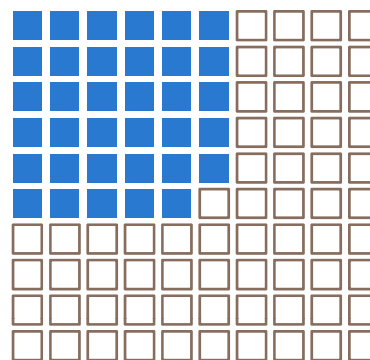
of online adults search for health information

66%



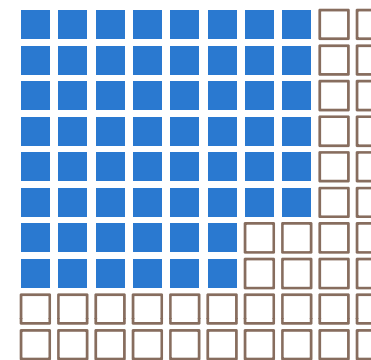
look up a specific disease or problem

35%



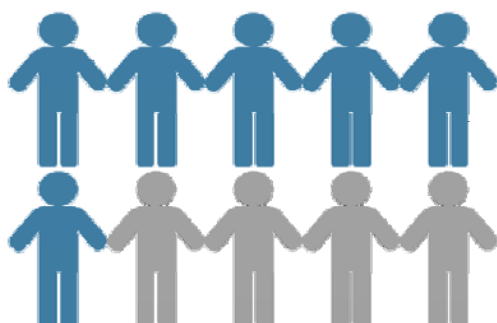
Seek Alternative treatments

60%

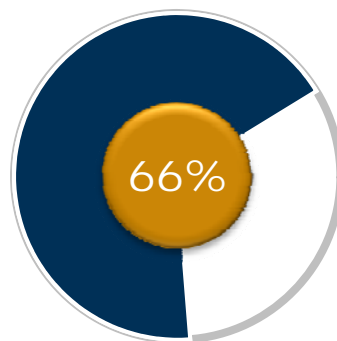


Search for "someone like me" experience

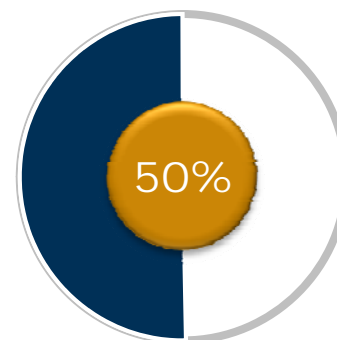
6 out of 10



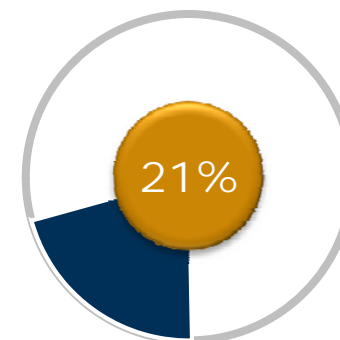
Doctors are online



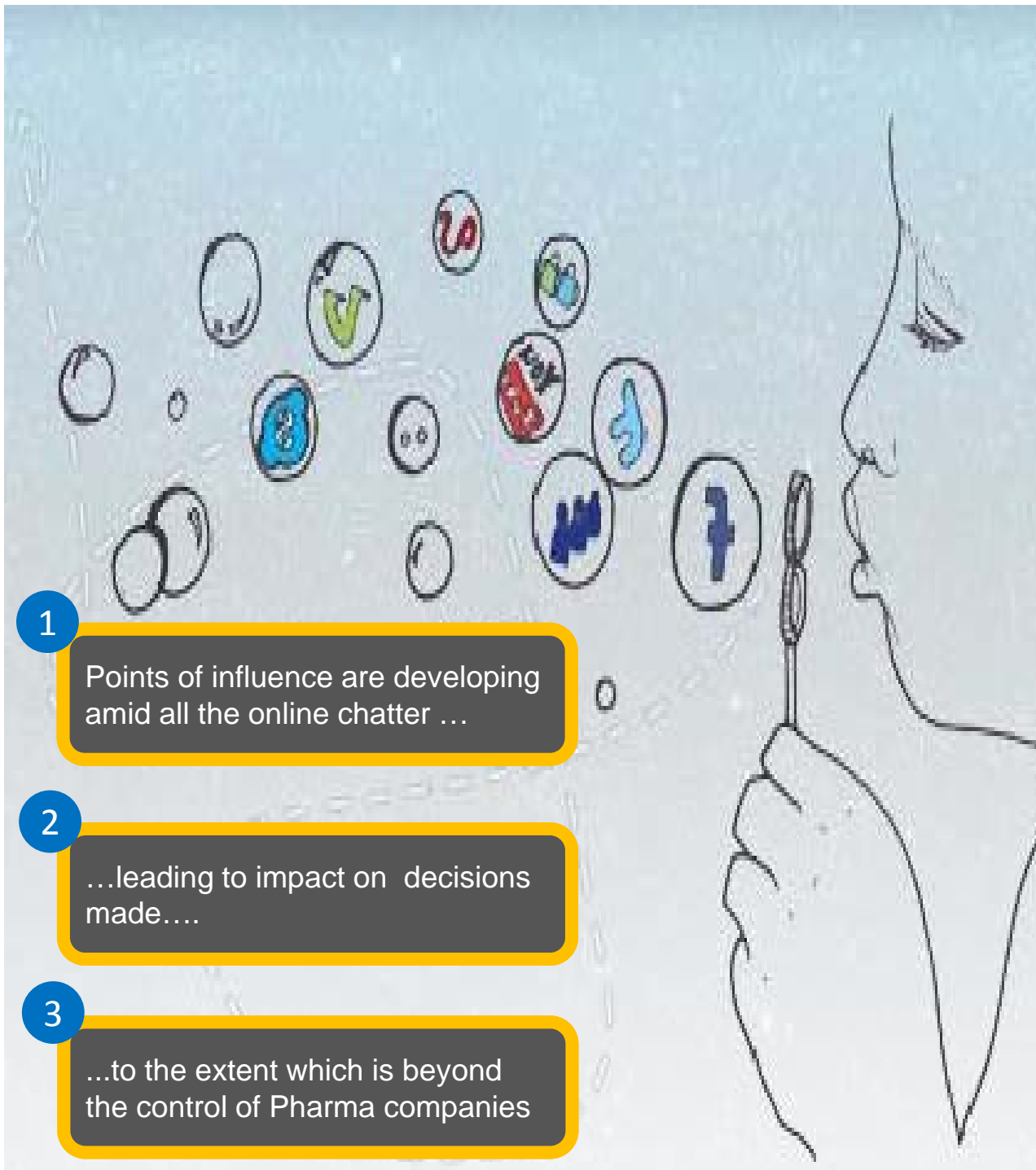
of Pharma companies use social media



of online Physicians refer to Wikipedia



of physicians use Social Media to connect to KOLs



It is thus imperative to understand the **Points of Influence** and measure its impact

1

Points of influence are developing amid all the online chatter ...

2

...leading to impact on decisions made....

3

...to the extent which is beyond the control of Pharma companies

Who is an Online Influencer: The many possible forms

Patients



Amanda Lyn Escamilla:
A 29 year old patient of TSC who regularly shares her life experiences on Facebook

Caregivers



Deanna Runyan-Wall:
A Caregiver, whose son suffers from TSC, makes use of multiple channels to tell her story and motivate others

Advocacy Grps.



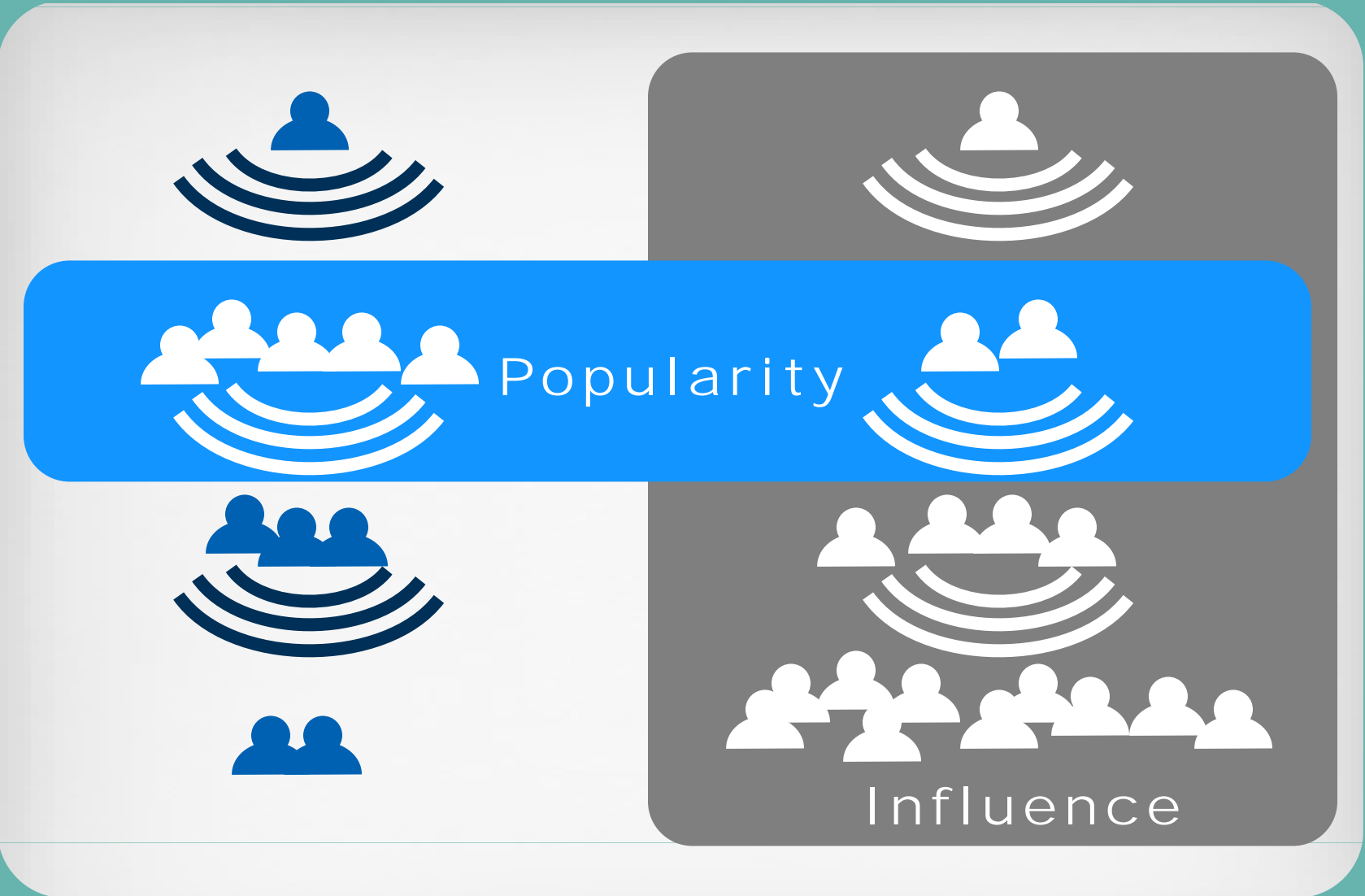
Tuberosclerosis Association:
A UK charity to promote awareness, seek causes and best possible management of TSC

Physicians

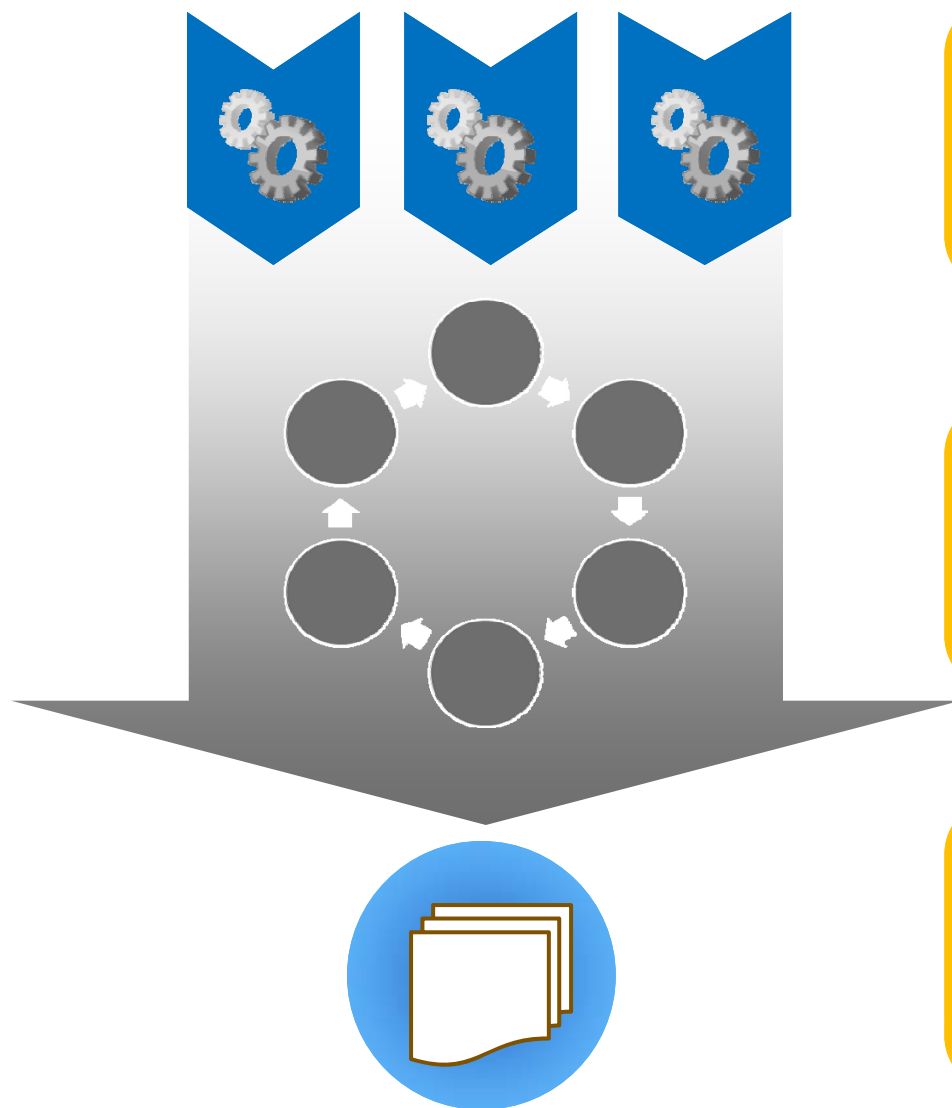


KevinMD Blog :
Leading destination for provocative physician commentary on breaking medical news

The debate today: Influence vs. popularity



Companies currently are focused on tools, methodology and ranking



Tools for aggregating influencer information across channels

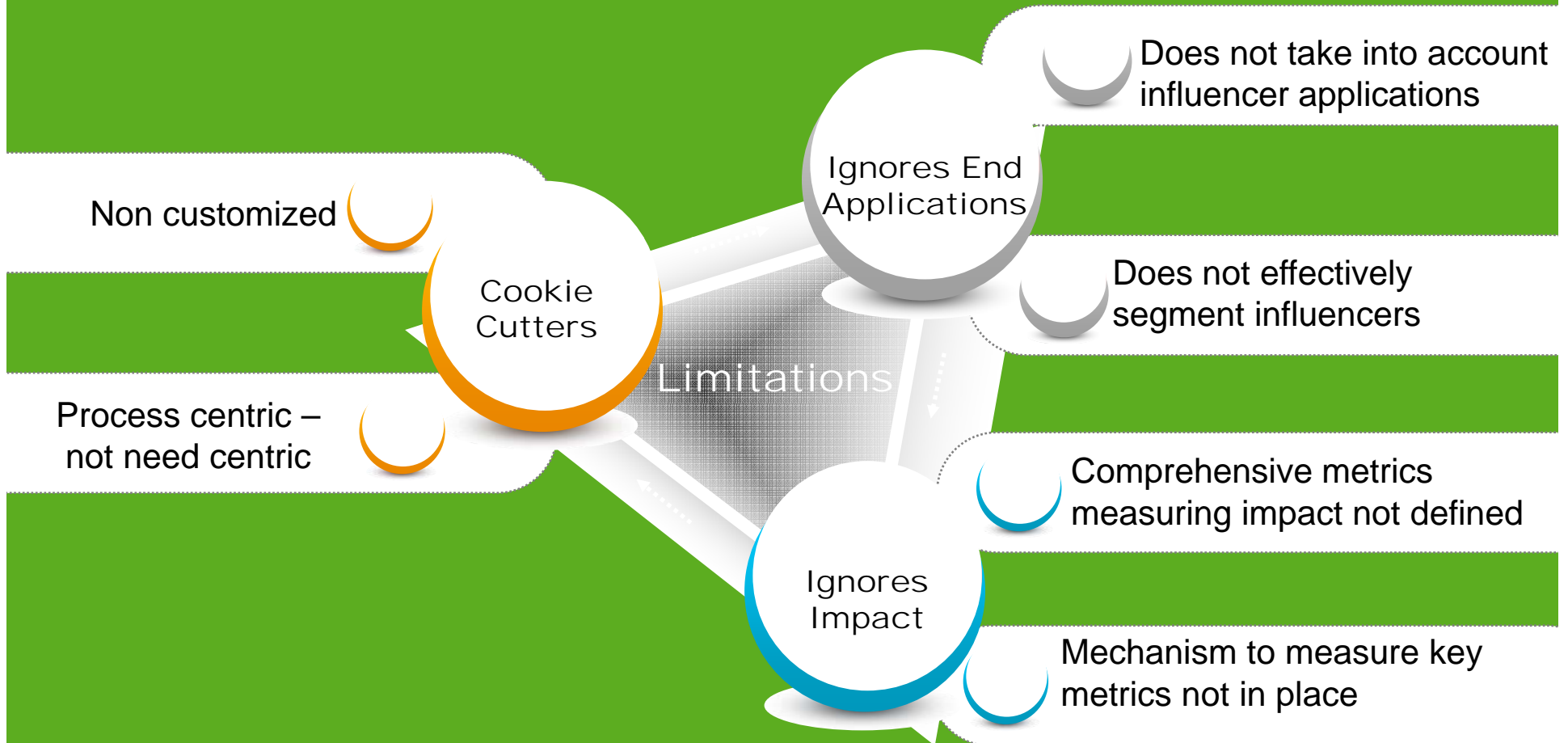


Methodology and processes to identify and rank influencers



Profiling and achieving influencer data (tool or manual)

Limitations of prevailing perspectives on influencer tracking



IN NEXT

35

MINUTES WE WILL DISCUSS...

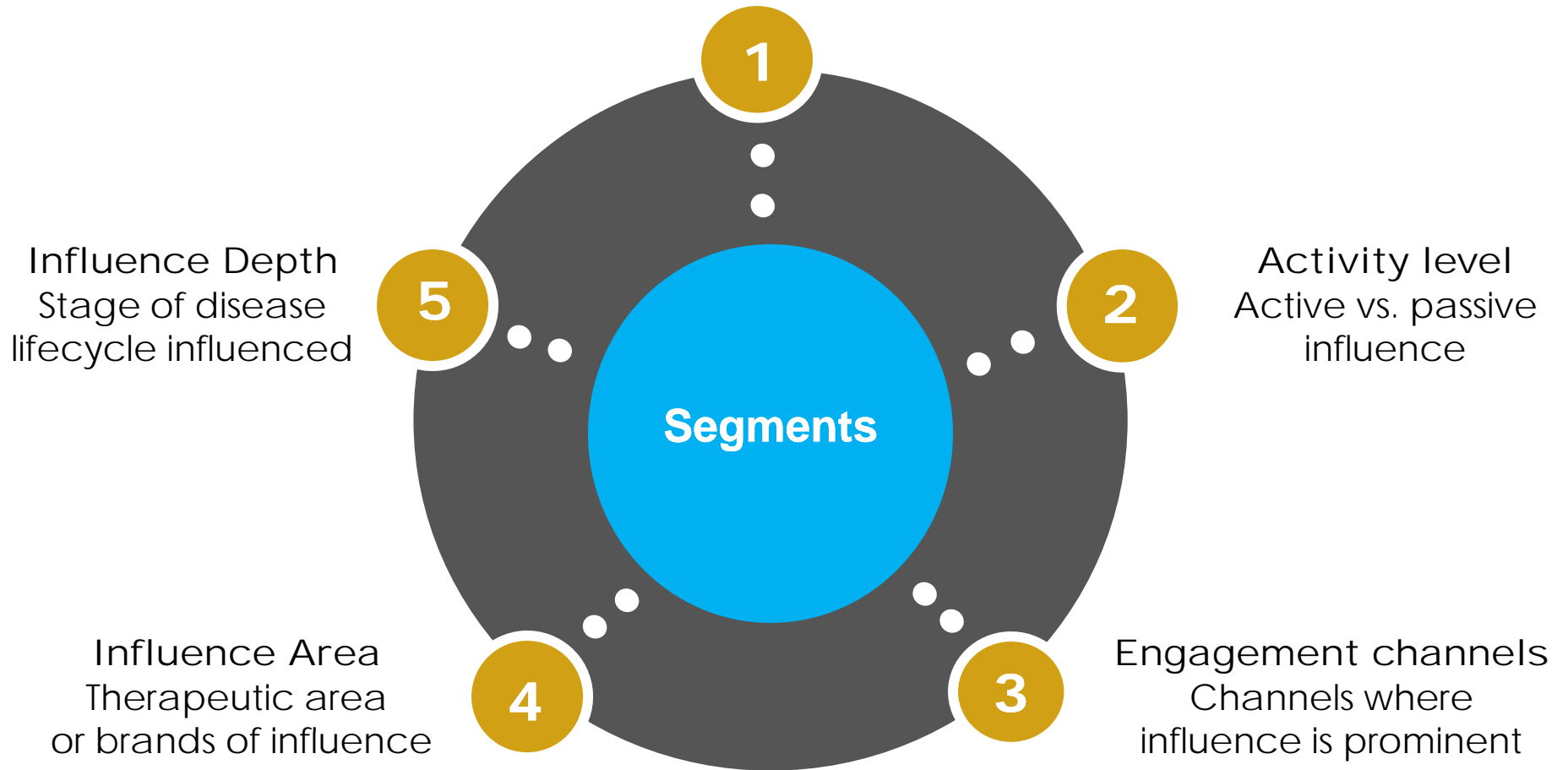
① APPLICATIONS OF ONLINE INFLUENCERS

② USE CASES

③ BEST PRACTICES AND CONCLUSIONS

Online influencers can be segmented

Stakeholder type
Physician, patient, caregiver etc.

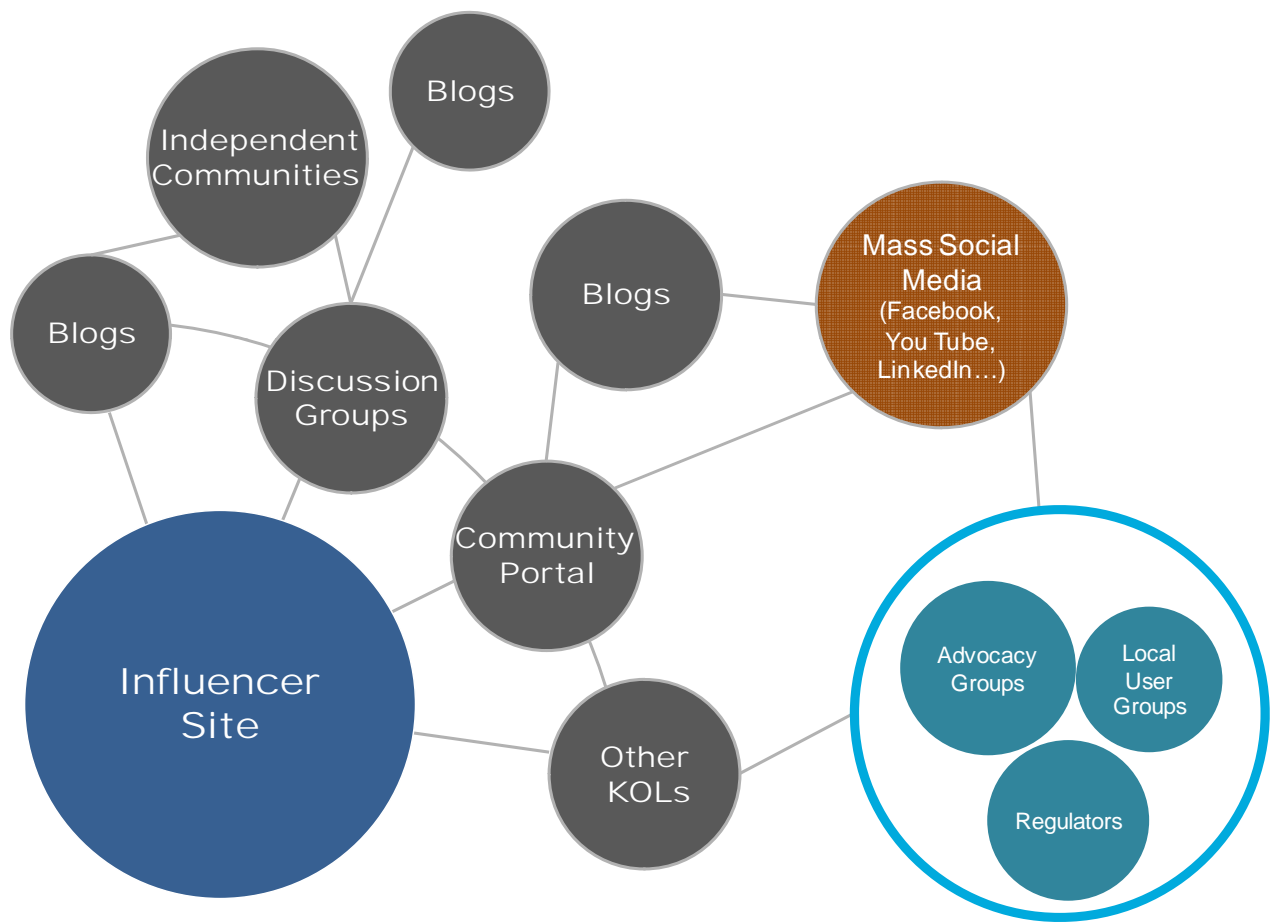


Application areas across influencer segments



Use Case 1: Clinical trial participation and spreading results

Avalon Love, a caregiver having thousands of online followers, is an active proponent of drug trials for a Multiple Sclerosis drug as she is happy with her son's results.



Use Case 2: Influencing decisions across patient pathway

Pharma companies today track influencers who influence decision nodes across the patient pathway.

This helps them enhance their advocacy across disease life cycle

MDJunction

101,100
Visitors

MDJunction is an active center for Online Support Groups. Acromegaly patient journey is extensively discussed by support groups in this website

DailyStrength

357,100
Visitors

Featuring over 500 communities, including detailed information on treatments and symptoms on Acromegaly



Use Case 3: Regulatory advocacy

During an FDA Advisory Panel hearing, TS Alliance constituents advocate for approval of vigabatrin (Sabril), which is eventually approved by the FDA to treat infantile spasms

TS Alliance was able to generate more than 390 Congressional visits to urge increased Federal funding for TSC research .



// Research on TSC is having significant impact on our understanding of epilepsy, autism, spectrum disorder, cancer and diabetes, and the TSC program is critical to ongoing progress. **//**

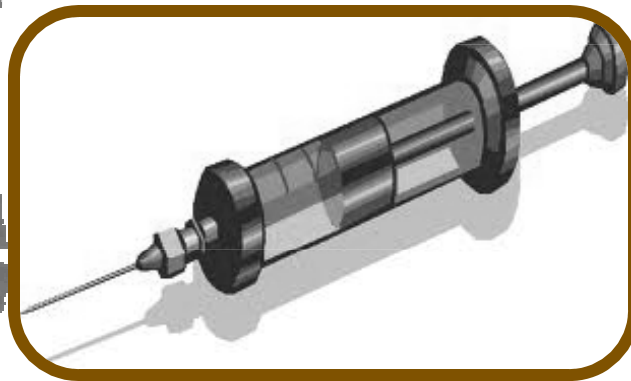
Sherrod Brown
United States Senator

Use Case 4: Adherence management

Dr. Eugene Woltering's blog educates on delivery of Sandostatin by infusion pump, rather than by injection in office setting.

This resulted in higher efficacy and better treatment.

Earlier Method



Advocated Method



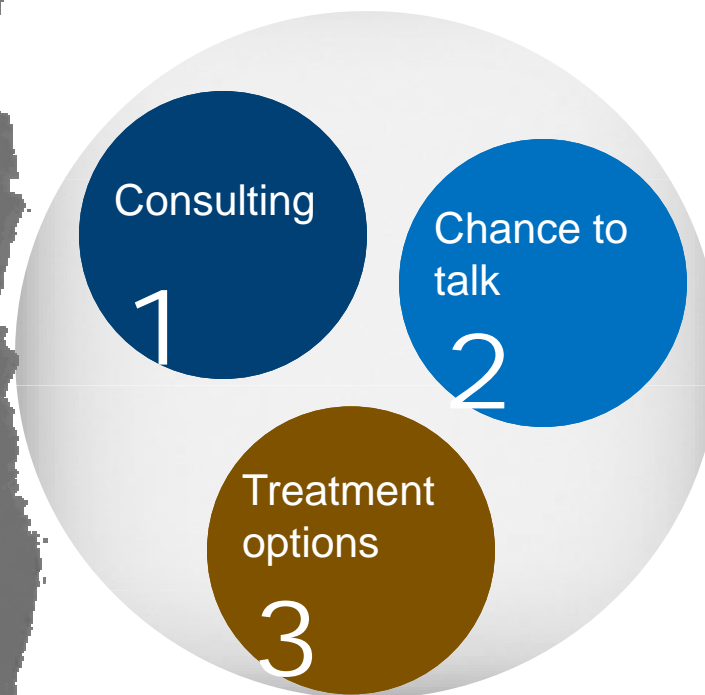
Benefits:

- Better symptom control
- Allows use of less medication.
- Results lower rate of tumor growth.

Use Case 5: HCP advice corroboration

Lauren's blog "Living with MS" discusses all aspects of Multiple Sclerosis and various treatments.

Patients consider her opinion equivalent to their Neurologist.



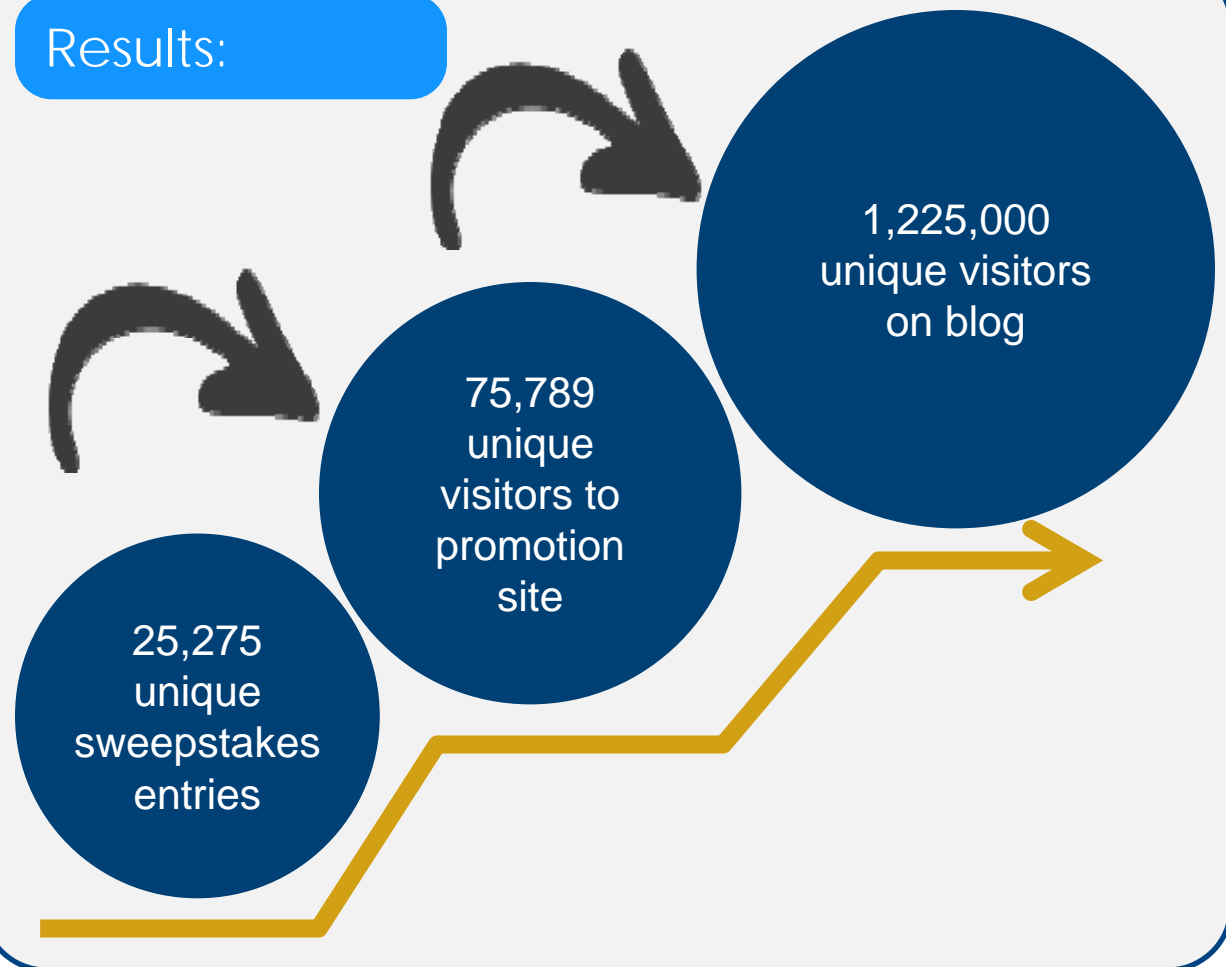
Reading this blog has calmed my apprehensions and validated my decision to have my first Tysabri infusion tomorrow.
- Patient

At disease.com, we are inspired by your stories and would like to join you in fighting this cause.
- Advocacy

Use Case 6: Marketing

In order to market Prilosec OTC, a heartburn medication, P&G assembled a database of 200 influential blogs, message boards and Web sites in the area of parenting for targeted marketing

Results:

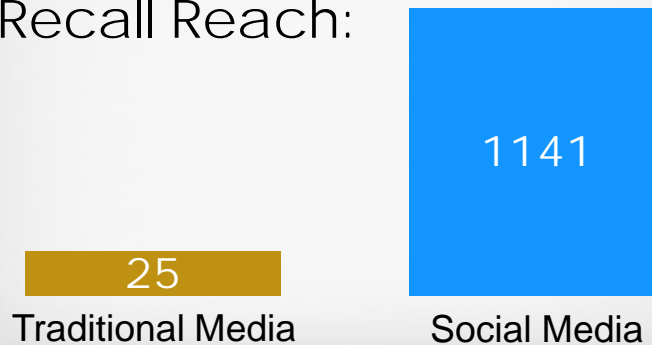


Use Case 7: Crisis management

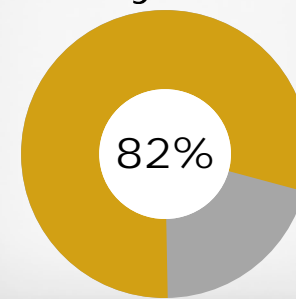
A few renowned experts carried Pharma Co's view on a recent drug recall in their blogs.

This helped the Pharma Co to contain damage to its brand equity to a minimal.

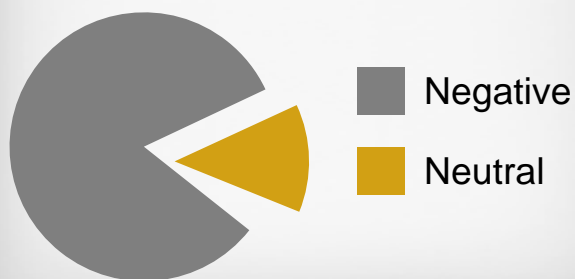
Recall Reach:



Virality:



Tonality Earlier:



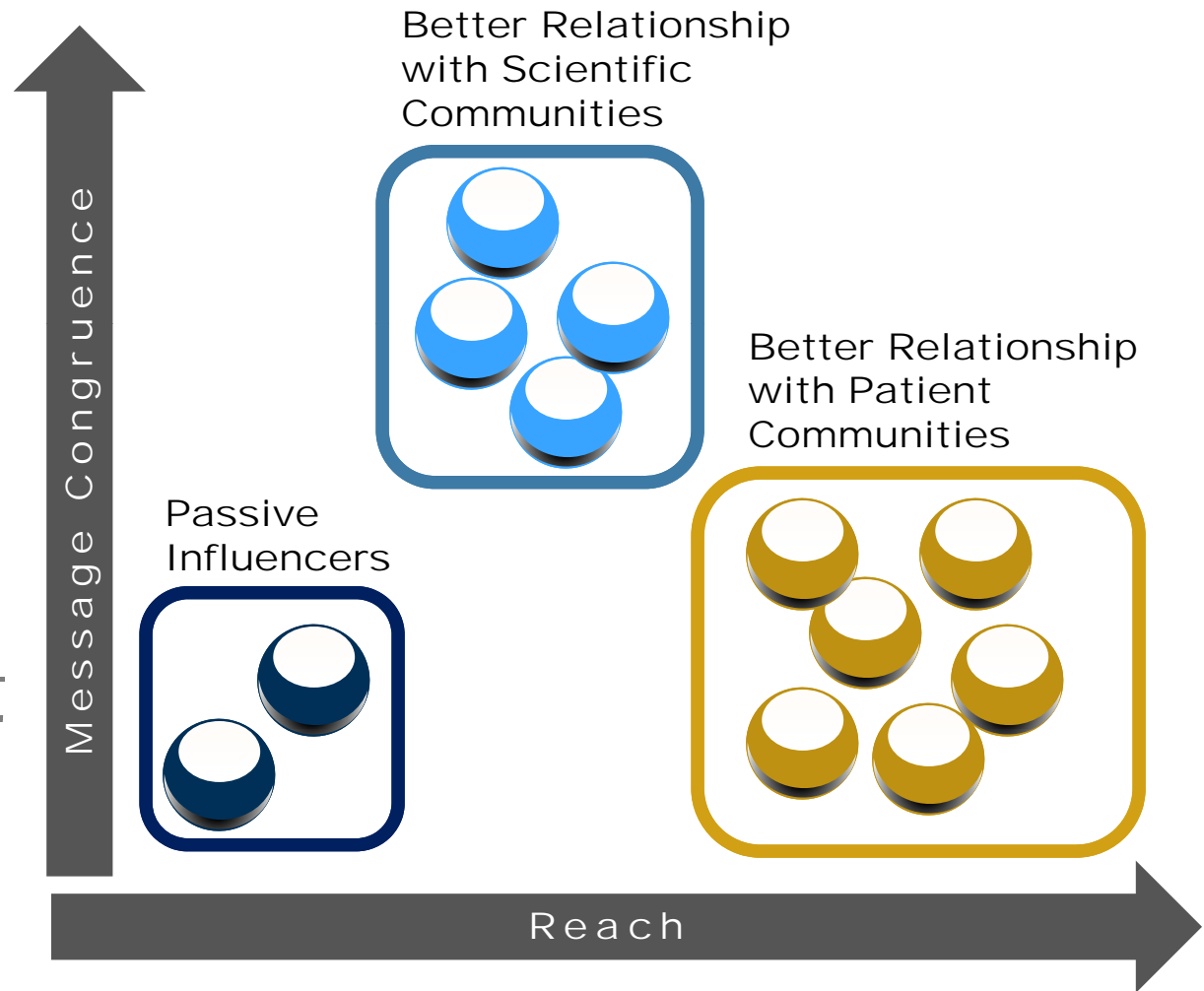
Tonality Later:



Use Case 8: Advisory committee work

Pharma companies rank KOLs on reach and congruence.

High ranking opinion leaders often represent them on advisory committees as they are popular with both scientific and patient communities

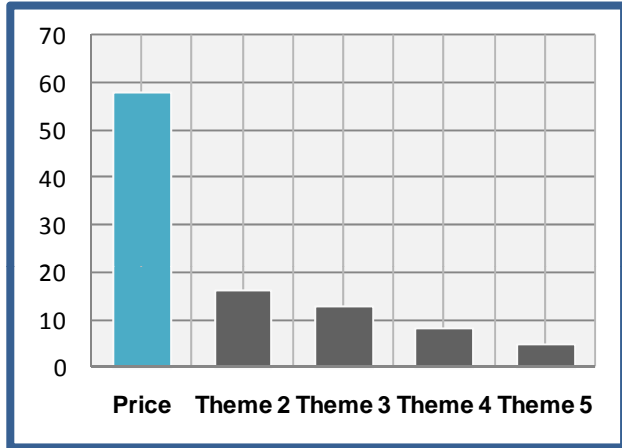


Use Case 9: Physician drug advocacy

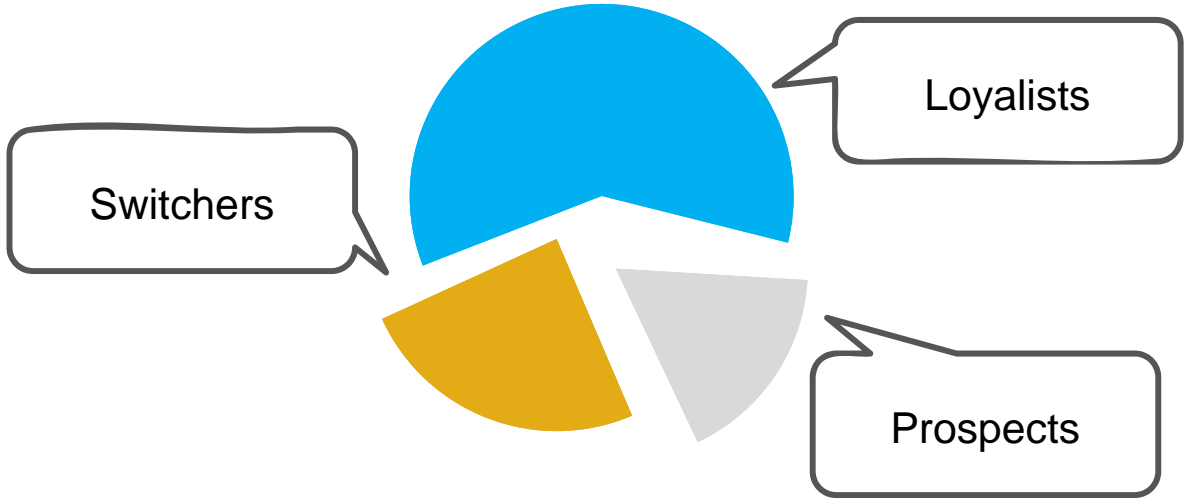
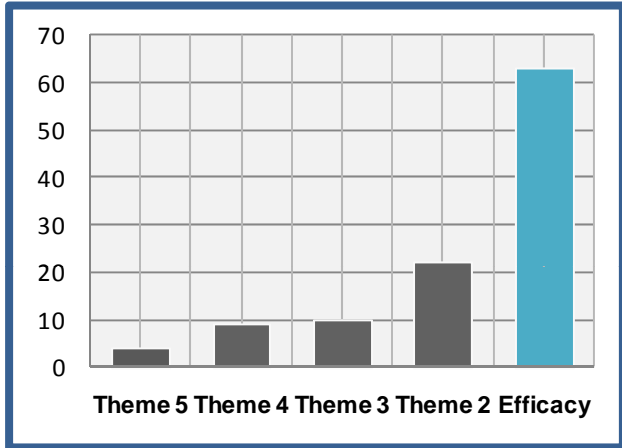
Many patients wanted to switch to more economical alternatives for a particular MS drug.

However, this negativity was contained as most Physicians consider Tysabri very efficacious.

What Patients Felt



What Physicians Said



Identify the goal of using the influencer

Identify Influencers

By Category

By Applications

By Brands

By Issues



Reach

Focus

Engagement

Filter

Profile

Influence Area

Engagement Channels

Congruence

Influence Map



ENGAGE ENGAGE

Measure

Impact

Crisis Containment

Advocacy Impact

Sales Impact

Reputation Impact

BEST PRACTICES

In Conclusion

Online Influencers are growing in influence and are active as we speak

Pharma cannot be reactive to this group. That is where we are today

The landscape is easily understandable and usable to your advantage



Social media is an engagement medium. That very definition lends itself to be a medium of influence and impact on a peer to peer basis. Pharma marketing can use this powerfully by paying due attention to influencers in this medium.



Retail/CPG



Advertising



Communications/
Public Relations



High Tech/
Telecom



Pharmaceuticals
Health Care



Financial
Services

Corporate Headquarters

Debjani Deb
Managing Partner
EmPower Research LLC
404 E. 79th St.
Suite 16E
New York, NY 10075

Tel : +1 650 559 5942
Fax : +1 646 472 5806

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