

Unlocking the power of twitter to drive impactful HCP engagement

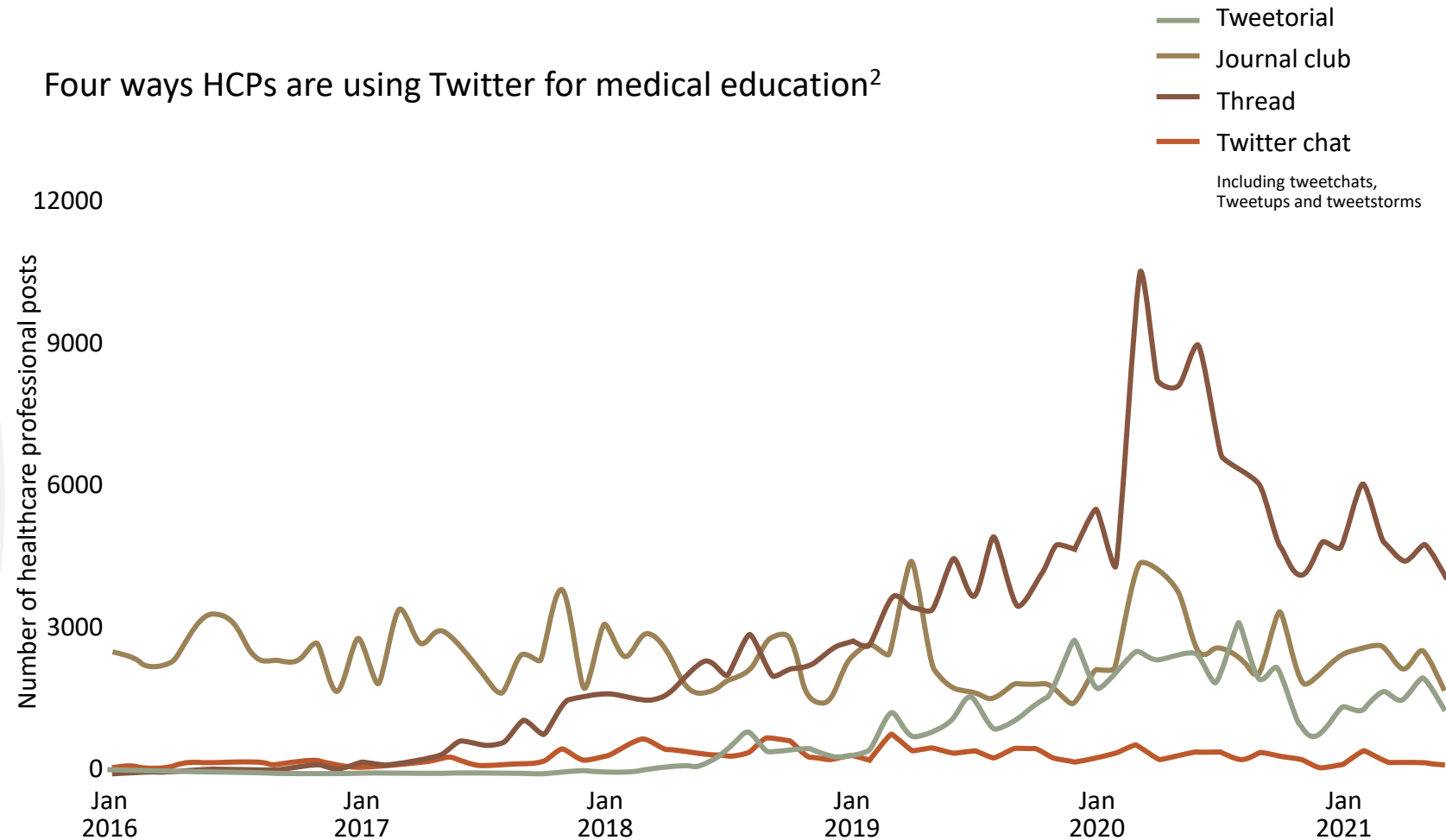
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This content was prepared in my personal capacity. The views expressed are my own and do not necessarily represent the views of AstraZeneca.

500 million individual tweets are sent every day on Twitter¹

Four ways HCPs are using Twitter for medical education²



Over **368 million** people use Twitter each month³

71% use the platform as their main source of news⁴

Over **640,000** HCPs are registered on **twitter**⁵

The rule of thirds

- 1/3 of your tweets should promote your business and drive conversations
- 1/3 of your tweets should share curated content from industry thought leaders
- 1/3 of your tweets should involve personal interactions with your followers



Navigating the complex world of compliance

- Understand the regulations
- Develop a social media policy
- Focus on education and awareness
- Use pre-approved content
- Monitor and respond to comments



Tweet like a real person

Tweet with your audience's needs first – not every tweet needs to contain a link or call-to-action



Use Twitter as a platform for thought leaderships

HCPs want to hear from experts in their field - you can establish yourself as a thought leader to build credentials with HCPs



Leverage Twitter chats, hashtags and trend takeovers

Engaging with HCPs on Twitter requires providing valuable content and engaging in meaningful conversations



Keep calm and #AskRenal¹

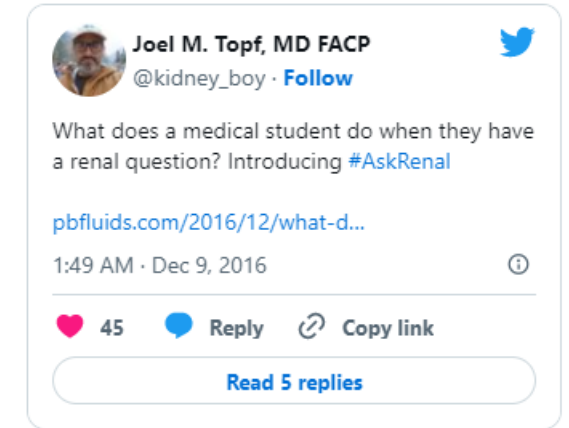
#AskRenal is a crowdsourcing tool, developed by nephrologists active on social media, to help Twitter users get timely answers to nephrology questions



NephJC #AskRenal team created a Twitter account [@AskRenal](https://twitter.com/AskRenal) to amplify any tweets containing the hashtag #AskRenal

- Over **3,000** #AskRenal-containing Twitter questions, spanning years 2016-2020 were analysed
- Over **75%** #AskRenal questions received a reply
- Almost **70%** occurring within **6 hours** of original question posting
- Over **80%** of the time the replies were helpful

Importantly, a question posed by an account with 0-100 followers was just as likely to receive a helpful and timely response as an account with > 1000 followers. No more screaming into the void! **A targeted hashtag and Twitter automation to the rescue.**



The #Tweetorial

Tweetorials have gained prominence in the Twitter medical community (#MedTwitter) – now used as a medium for teaching and receiving CME accreditation on various topics

Tweetorials

<p>Milestones in conception</p> <p>• Limitation of characters – tweets from 140</p> <p>• Write threads of</p> <hr/> <p>Ensure easy discovery</p> <p>• Use hashtags – don't overuse</p> <p>• Link to your tweetorial – don't let it be buried!</p> <p>• Use images – Linking them, create a thread, or use other services (e.g. Thread App)</p>	<p>Be professional</p> <p>• Avoid posting unprofessional content and engaging in patient information – be identifiable</p> <hr/> <p>Maximize engagement</p> <p>• Include figures, and polls to help your points and engagement</p>
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Example Tweetorial:

What does a nephrologist need to know about stem cell transplants?

A little #tweetorial for the nephrologist on hematopoietic stem cell transplants (HSCT) and AKI

Most HSCT related AKI is primarily due to poor PD intake or diarrhea + chemo/disease + sepsis and medications.

Let's review some specific causes of AKI in the acute post HSCT period case case.

Special thanks to my AJKD co-interns @RyannSohaneey @bethany_crofton @BetterCallSeeth

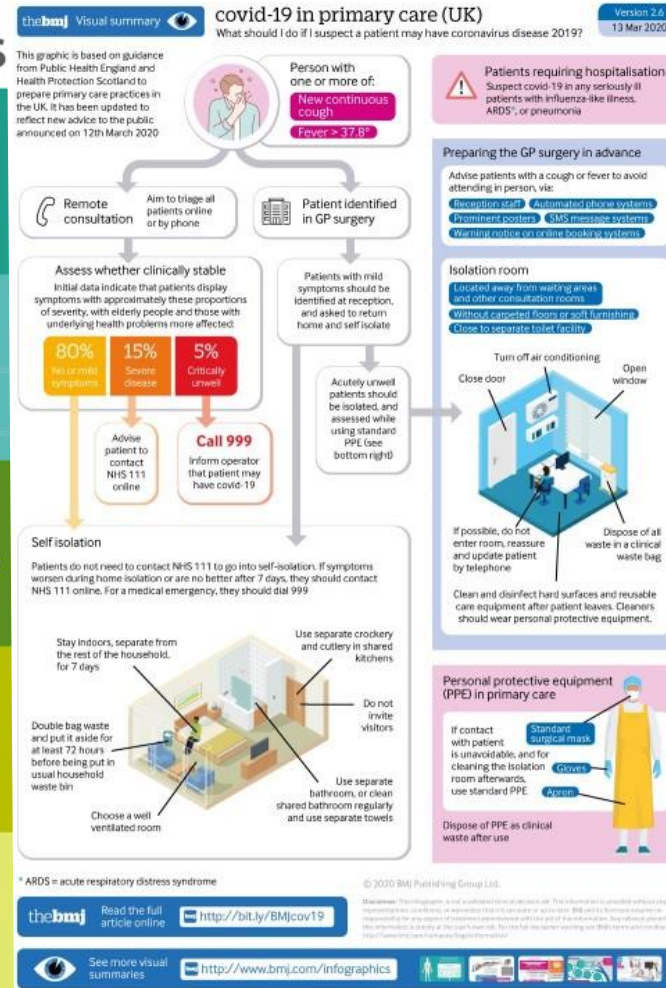


Diagnosis	Prevalence	Pathogenesis	Management
Prerenal	~10%	Volume depletion	Fluid resuscitation
Intrinsic	~30%	Acute tubular necrosis	Discontinue nephrotoxics
Postrenal	~10%	Obstructive uropathy	Relieve obstruction
Other	~5%	Glomerulonephritis	Immunosuppression

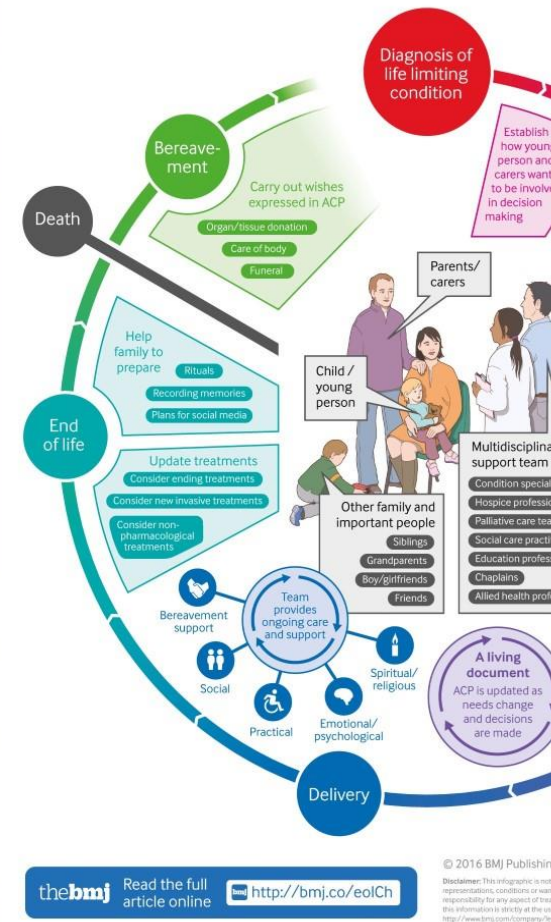
Use visuals to capture attention

Tweets with visuals tend to get more engagement than those without. Images, videos and infographics to make your tweets stand out and capture the attention of HCPs

XSW HealthTech Trends



Visual summary: End of life care for children



Engage with HCPs on Twitter to create a community

1. Mayo Clinic (@MayoClinic)
2. American Medical Association (@AmerMedicalAssn)
3. Kevin Pho, MD (@kevinmd)
4. Medscape (@Medscape)
5. NEJM Group (@NEJM)
6. CDC (@CDCgov)
7. Johns Hopkins Medicine (@HopkinsMedicine)
8. JAMA (@JAMA_current)
9. Lancet (@TheLancet)
10. World Health Organization (@WHO)



Stay relevant and ahead

- Set measurable goals
- Use built-in twitter tools to track your metrics
- Use analytics tools to gain additional insights
- Frequently test and iterate your approach and adjust your strategy accordingly
- Be sure to stay up-to-date with the latest trends



S

Specific

Clearly State your Goal

M

Measurable

Ensure you can Measure Success

A

Attainable

Set Goals you know you can Achieve

R

Relevant

Set Goals Relevant to your Career or Education

T

Time-Based

Set a Deadline for Completion

The future of Twitter for HCPs looks promising

- Integration with other technologies
 - Telemedicine platform
 - Electronic health records (EHRs)
 - Patient portals
- More engagement with patients to share information about health and wellness
- Increased use of AI and machine learning



Unlock the power of twitter to drive impactful HCP engagement



Tweet like a real person

Focus on building relationships

Be creative and imaginative

Stay up-to-date with guidelines and regulations

Thank you
