

The Pharma Social Media Conference  
11<sup>th</sup> May 2023  
The Thistle Marble Arch Hotel, Bryanston St, Marylebone, London, W1H 7EH



# Welcome to The Pharma Social Media Conference!

## Official Programme

Please note that these timings are flexible. Due to the nature of a live event, the conference chairs and organisers will be updating the timings throughout the day to adapt to speakers running over time, late arrivals, last minute changes and extending popular sessions. Please rest assured we will do our utmost to adapt and to accommodate all live changes.

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**Registration, Informal Networking & GIC Welcome**

08.30

**Morning Co-Chairs' Opening Remarks**

09.00

Jennie Medin  
Global Head  
Real World Science & Digital  
**AstraZeneca**



Sameer Mistry  
Senior Medical Director,  
Global Medical Affairs Lead  
**GSK**



## Patient Engagement & Empowerment

09.10

### **Drive Engagement & Interaction With Patient-Centric & Compliant Social Strategies Which Effectively Inform & Support Patients With Transparent Collaboration Between Medical Associations & Patient Communities Alike**

- Leverage social media to connect with patients, amplify their voices, foster empathy and demonstrate their needs as top priority to empower patients and drive engagement
- Hone your company's social listening capabilities to understand treatment concerns from a patient perspective, boost decision making around drug development, and improve the quality of support with timely and accessible information across touchpoints
- Utilise patient associations on social media to unravel pain points and ensure insights are actioned through close, silo-breaking internal collaboration between commercial, product and medical teams

Audrey Rousseau

Global Head of Corporate Affairs,  
Digital Health & Digital Stakeholder Engagement  
**Sanofi**



**sanofi**

**Fresh Digital Strategies & Trends – Panel Discussion & Q&A**

09.30

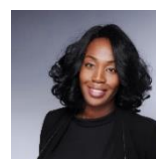
**Stay Ahead Of The Curve! From AI Data Ontologies To Blockchain Horizon-Scanning, Identify Unmet Needs & Digital Innovation Game-Changers Which Add Real Value**

- Leverage the latest technologies, AI, social channels and platforms to drive research and drug development, better patient outcomes, stakeholder management and business results
- Strengthen digital KPIs and de-mystify their value at C-suite level to turn social media comms, customer data platforms and more from nice-to-haves into critical business levers
- Find where social media activities sit within more traditional comms models to boost touch points in the broader business digital architecture, such as through webinars, virtual events and educational content, extending your reach *and* your budget impact
- Explore how the Metaverse, blockchain and future networks will expand and evolve social media communities, disrupt compliance, and create new opportunities for pharma to target their audiences

Sarah (Mewton) Heming  
Public Affairs & Communications Director,  
Northern Europe Cluster  
**Zoetis UK**



Sonia Houston Pichardo (PhD, EMBA)  
Product Supporter of MyStudyWindow.com  
**Boehringer Ingelheim**



Jennie Medin  
Global Head  
Real World Science & Digital  
**AstraZeneca**



Jackie Cuyvers  
CEO & Co-Founder  
**Convosphere**



Start here



Gain scientific insight



Develop a comms & content strategy



Create valuable content



Streamline approvals



Monitor, analyse & report

Winning campaign

medDigital give medical and commercial teams the confidence to explore what's possible with social media, maximise these channels and drive compliant employee engagement.

We provide **end to end** support for social media campaigns from inception to launch, including insight gathering, strategy, content creation, approvals, SOP development and training.

As a general affiliate member of the ABPI, we have a comprehensive understanding of how the **ABPI Code** and **2023 PMCPA Social Media Guidance** applies to digital.

We combine insightful science with seamless digital communications to overcome healthcare challenges and transform patient lives.

**Get in touch to see how we could help with your social media activities.**

## Contact us

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📞 medDigital

🌐 [www.medDigital.com](http://www.medDigital.com)

☎ +44 (0) 20 3637 2100

📍 Metal Box Factory  
30 Great Guildford Street  
London, SE1 0HS

Scan the QR code to visit our website



## Using NLP to Scale Social Intelligence and Drive Patient-Centric Insights

10.00

- In today's market, a large percentage of life-sciences companies tend to conduct social listening on a de-centralized, ad-hoc basis.
- Conducting proactive enterprise-wide social intelligence can drive patient-centricity in research and commercialization programs, thereby disbursing the value of social insights across a range of audiences within pharma.
- Learn more about how advanced-NLP based social intelligence provides an optimum configuration of components to drive long term value including data procurement, technology, visualization, in-depth insights, and digital pharmacovigilance.

Tanmay Saraykar  
Director, Offering Management,  
SMI Product Mgmt.  
**IQVIA**



## Measuring Impact & ROI


10.15

### **Prove Value By Showcasing A Solid Case For Continued Investment With Metrics & Measurement Tools Which Demonstrate ROI From Digital Strategies & Social Media**

- Connect social media with real world data and evidence by analysing traction and outputs across your channels and determining how it's tactically adding value to the wider business marketing strategy
- Track URLs, impressions, and click-throughs to demonstrate real impact on HCP engagement between social media channels and other offline sources to guarantee future investments
- Move beyond the standard metrics to discover the real impact your social has had by tracking which KPIs have been successfully met and proven demonstrable ROI
- Timed posts to increase engagement? Videos versus imagery? Social listening? Sentiment analysis? Explore the best insights across Pharma today to benchmark the commercial impact of your social and build a robust case for future support and investment

Juan Carlos Portasany  
Associate Marketing  
Director Cardiovascular  
**Bristol Myers Squibb**



 Bristol Myers Squibb

## Morning Refreshment Break With Informal Networking

10.35

## What Does “Influencer” Really Mean? Creating A Blueprint Of Patient Collaboration

11.05

Patient centricity has been a hot topic for a number of years, however do we really think it goes far enough? What happens when we truly collaborate with patients?

In the post-pandemic world, the influence and voice of people living with all kinds of conditions has never been stronger. The team from Evoke Mind+Matter will show you how you could create a blueprint to maximise patient's influence across your organisation and provide you with their top 5 tips of how to empower the patient influencer movement, redefine collaboration and explore how, when done right, both pharma and patients can work together to harness its power to achieve great results.

Kesha Tansey  
Client Director  
**Evoke**



Chris Russell  
Digital Associate Director  
**Evoke**





# IQVIA Social Media Intelligence

Unlock the power  
of your social  
intelligence with  
advanced NLP-  
driven customer  
insights

*Talk to IQVIA about  
how enterprise-wide social  
media intelligence can  
maximize the value of your  
social insights and drive  
brand success*



## Engaging HCPs – Dual Perspective

11.20

### Elevate Pharma-HCP Relationships Beyond Sales By Skyrocketing Engagement Levels With Targeted, Tailored & Value-Adding Social Strategies

- As the ease of access to information digitally continues to increase, decipher exactly what HCPs are looking for and expecting online, and what drives them to look for drug, disease, and medical information on social
- Build a strong and collaborative relationship between medical and marketing colleagues and forge close ties with patient associations, medical societies and DOLs to be present, listening and actively impacting where there is the greatest community and comms exchange
- Effectively train and support HCPs to support the public with medically approved and scientifically driven information and content across socials to counter misinformation and fake facts

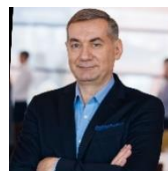
11.20

Anastasia Roshchina  
Head Of Marketing,  
Med. Islands, Balkans, Baltics, CIS  
**Haleon**



11.40

Pawel Marciniak  
Senior Digital Data & IT Lead  
**Novo Nordisk**





convosphere

## GLOBAL REACH, LOCAL INSIGHTS

### Digital Insights Made Actionable

Through human-led social listening and data analysis across 100+ languages, we deliver deep cultural insights that bring global brands closer to local audiences.



100+ LANGUAGES



150+ ANALYSTS



8 GLOBAL OFFICES



SOCIAL-FIRST

We offer the complete solution for your project needs, including tailored support from start to finish through the entire pharma life cycle. We deliver insights and recommendations on a regular or ad-hoc basis, enabling you to make informed decisions quickly and confidently.

Our range of innovative and comprehensive services include:



#### THERAPEUTIC AREA OVERVIEW

We analyse online conversations around disease areas to better understand the digital landscape and unmet needs across stakeholders to highlight key gaps and opportunity areas.



#### INFLUENCER, KOL & KOI ANALYSIS

We identify key influencers across categories and markets to support engagement and outreach initiatives.



#### PATIENT JOURNEY MAPPING

Through text-based analysis of online conversations we analyse the patients' and caregivers' journey with a disease to enable better understanding and care.



#### AUDIENCE SEGMENTATION & PERSONAS

Utilising the attitudinal and behavioural preferences of stakeholders we develop in-depth consumer personas and profiles for targeting or engagement purposes.



#### REAL-WORLD EVIDENCE (RWE)

We conduct RWE studies based on online conversations to generate data and insights to provide a better understanding of patient needs, demographics, quality-of-life impact and treatment pathways. Our research is publication-ready for peer review journals and medical conferences.



#### NETWORK ANALYSIS

We segment online communities based on real connections, to help our clients reach uniquely defined audiences, measure impact and track true influence on a global level.



#### BRAND TRACKING & PERFORMANCE

We closely monitor earned and owned social content around brands to identify performance, opportunities to engage and prevent potential crises.



#### COMPETITOR INTELLIGENCE

We analyse competitor-owned and earned social volumes or social media strategies to identify content trends and white spaces.



#### CONFERENCE LISTENING

We conduct bespoke analysis of conferences, sponsorships or competitive intelligence at events and congresses across any given market.



#### MEDIA MONITORING AND CORPORATE SOCIAL REPUTATION (CSR)

We monitor online and offline publications to understand CSR, share of voice and performance indicators to help enable corporate and PR teams to make strategic decisions and take decisive action.

## Navigating Regulations

12.00

### **Effectively Navigate Ever-Changing Compliance Frameworks To Truly Maximise The Potential & Value Of Social Media**

- Overcome the obstacles of innovating within an ever-changing and adapting compliance framework, with clear and meaningful comms which holds integrity to the science as well as the code of conduct
- Build internal relationships with legal, medical and regulatory stakeholders to instil a common understanding of the guidelines whilst keeping social communications impactful, creative and engaging
- Can a smooth approvals process exist within pharma compliance? Better collaborate to secure targeted social comms and marketing across regional and global teams with a content calendar and sign off process that you can rely on

Mary Hinks-Edwards  
Director,  
Global Specialty Communications  
**GSK**



**GSK**

**Customer Engagement – Panel Discussion & Q&A**

12.20

**Power Truly Customer-Centric Social Media By Translating Critical Customer Data Into Actionable Insights For Consistent, Tailored & Impactful Engagement Strategies**

- Integrate audience-appropriate strategies which recognise the different needs and targets for patients, HCPs, scientists, policy makers and stakeholders to drive and deliver increased engagement across the board
- Reflect the rapidly increasing adoption of social and prepare for the influx of digital native generations by expanding social media resources, improving maturity in customer alignment, geo-targeting, follow-up targeting, personalisation and more
- Be bold and direct! How can pharma avoid promotion pitfalls yet increase interactivity with customers, promote two-way spaces and emerge through the noise to drive engagement levels?
- Get the balance right between organic content, paid posts and social listening activities to improve HCP journeys, understand your customer segmentations and build active communities around disease areas, treatments, and medical devices

Ahsan Shamim  
Head of Digital & Business Operations  
**MSD Norway**



Jost Leemhuis  
Safety Science Partner &  
Global Business Lead  
**Roche**



Jayesh Bhenswala  
Brand Lead, Oncology  
**Ipsen**



Shuhei Kataoka  
Director of Public Policy & Strategy  
**MSD Japan**





CRISP  
THINKING

A KROLL BUSINESS

# One missed adverse event is all it takes

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Keep your pharma brand safe and compliant on social media.

[crispthinking.com](http://crispthinking.com)

## Internal Buy-In

13.00

### **Win Over Reluctant Stakeholders, Secure Internal Buy-In & Drive Business-Wide Support For Social & Digital To Overcome Risk Aversity & Embed Social Into The Heart Of Your Engagement Strategies**

- Set out a business-enhancing vision with clear and achievable success criteria utilising social media activity for specific company goals and secure c-suite and cross-departmental backing
- Map out internal influences and reach out to key stakeholders to guarantee their backing with a solid case to prove social media ROI and align with wider business goals
- Stress the paradigm shift around value for pharma shareholders in the digital era, including social media's new role to turn a willingness to listen into an appetite for change
- Secure the technical capabilities to execute on content and set in place efficient approvals processes for strategic alignment across marketing, communications, legal and medical teams

Jaime Manzanera Gómez  
EMEA Brand Director Oncology  
Eisai



## Lunch & Informal Networking For Speakers, Delegates & Partners

13.20

## Informal Peer-To-Peer Discussions

13.50

### A) Fake News & Reputation Management

Andrea Riepe  
Global Head of Issue & Crisis Management  
**Reckitt**



B) TikTok

C) Facebook

D) Instagram

E) YouTube

F) Metaverse



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## Afternoon Chair's Opening Remarks

14.20

Jost Leemhuis  
Safety Science Partner &  
Global Business Lead  
**Roche**



## Winning Content – Panel Discussion & Q&A

14.30

### Produce Consistently Compelling, Creative & Captivating Content To Fuel Engagement & Maximise Impact With Your Target Audiences

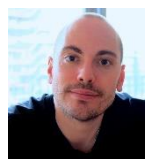
- Develop your internal resources and streamline approval processes to fast-track innovative content ideas and enhance your reputation as a leading pharma brand and a compassionate partner in healthcare
- What are the limits to promotional and non-promotional content, and which channels and methods can be used to share progress?
- Explore modular content for executing comms compliantly and at scale for HCP and patient communities, while taking steps to keep messaging relevant, up-to-date and effective
- Instagram, TikTok, Facebook... embrace strong visuals and impactful videos to tell stories that stand out from the “sea of sameness”, and leverage the extra scope of OTC products to show off your creativity and deliver results

François Franco  
Associate Director –  
International Strategic Marketing  
**Allergan Aesthetics**



**Allergan  
Aesthetics**  
an AbbVie company

Luke Mircea-Willats  
Senior Director,  
International Communications  
**Moderna**



**moderna**

Dr Felix Jackson  
Medical Director and Founder  
**medDigital**



**medDigital**

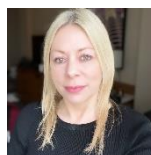
## Twitter – Platform Perspective

15.00

### Unlocking The Power Of Twitter To Drive Impactful HCP Engagement

From advisory boards with medical professionals on privacy, transparency challenges and more to designing fit-for-purpose platform content, explore how ‘the Bird’ is still critical to the rapidly accelerating social media evolution with pharma and healthcare today.

Karina Morley  
Global Head of External Scientific Affairs  
**AstraZeneca**





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## How To Leverage LinkedIn For Medical Education

15.20

### **Stand Out From The Crowd With Precise Targeting & Effective Outreach With HCPs, Patients & Key Healthcare Stakeholders On LinkedIn**

Develop HCP, patient and stakeholder engagement and more by reaping the rewards LinkedIn offers, including harnessing live events and understanding generational factors to maximise impact with key audiences.

Filipe La Feria  
Social Media Manager  
**Roche**



## Afternoon Refreshment Break With Informal Networking

15.40

## Next-Level Omnichannel Social Media Strategies – Delegate Discussion

16.10

### **Optimise All Touchpoints, Fuel Business Growth & Skyrocket Engagement With A Seamless, Impactful & Refreshed Omnichannel Strategy**

- Determine each social platform's capabilities and match them to the key demographics to set clear objectives and KPIs which can unlock C-suite confidence and secure buy-in
- From awareness raising activities and patient-centric videos to targeting HCP traffic with virtual event offers and key landing pages... transform platform footholds into engagement hubs for next-level customer interaction across the board
- Decipher user behaviour on different social channels in order to design fresh and relevant content, fit-for-purpose to expand your reach, click-rate and conversions
- Maximise resources locally and globally to fast-track your approvals processes, leverage modular content and prepare content calendars in advance to strike the right chords when it matters
- New platforms, influencer marketing and changing guidelines... as the social media landscape evolves, how can pharma keep up?

## Fake News & Reputation Management

16.30

### **Overexposed To Conflicting Or False Information During The COVID Outbreak – What Have We Learned & What Will We Do Differently?**

Focusing on the power of social media, Andrea, Global Head of Issue & Crisis Management for Reckitt, explores best practices on crisis management & the role of communicators in combatting misinformation to protect better outcomes for the public, pharma & the healthcare community.

Andrea Riepe  
Global Head of Issue & Crisis Management  
**Reckitt**



## Afternoon Chair's Closing Remarks & Official Close Of Conference

16.50