

Global Pharmaceutical Company Drives Community Health Initiative through Social Media

ACTORS

1. **A top 10 pharmaceutical company** with over 78,000 employees worldwide and sales in excess of \$40 billion.
2. **Social SafeGuard**, a social risk and compliance solutions leader, specializing in heavily regulated industries with a cloud based software solution that can be installed immediately.

BACKGROUND In recent years, pharmaceutical companies have begun to partner with community organizations and government agencies to launch non-product-related health initiatives via social media platforms such as Facebook. In the past, these companies have avoided social media due to the compliance risks associated with regulations set forth by the FDA, OIG, and HIPAA, however companies are now switching gears to find compliance solutions, rather than disregarding the use of social media all together. This particular pharma company launched a Facebook page as a part of a new community health initiative relating to women's health. The page quickly became an online support community for women, with a high volume and posts and constant interaction between the members.

PROBLEM STATEMENT Due to the unexpected success of this Facebook page, there was an immediate need for compliance monitoring. The page was viewed as a place where the community could share their problems and experiences with a variety of health issues. Since social media is so fluid, their concern was that the community could be damaged by the posting of negative comments. In addition, the large volume of "comments" and "shares" needed to be monitored to ensure community members were not mentioning adverse events, off-label promotions, or any other industry violations. The company was manually monitoring the Facebook page, but the large volume of posts and comments made it increasingly difficult to successfully monitor and archive the page's content.

CUSTOMER REQUIREMENTS

- The ability to quarantine negative or offensive comments automatically, in real-time.
- Ensure the moral and trust of the online community was not damage or compromised.
- The ability to identify, remove, and archive all mentions of adverse events, off-label promotions, etc.
- Eliminate the need for manual monitoring.

SOLUTION Social SafeGuard worked seamlessly with the company's IT and Compliance teams to allow Social SafeGuard to monitor and archive the activity of this Facebook page immediately. Within 24 hours, the company had implemented the adverse event, off-label promotion, HIPAA, inappropriate language and malware detection policies out-of-the-box to immediately start catching all risky posts.

OUTCOME The Facebook page currently has almost 200,000 likes and each post has hundreds to thousands of likes, shares, and comments. Social SafeGuard automatically identifies, remediates, and archives any negative comments in addition to any potential regulatory violations. Social media has empowered this pharmaceutical company to create a global community that has connected women across the world, without having to worry about the associated compliance risk.