2017 Social SafeGuard Metric Summary: Internal Collaboration for Healthcare & Life Sciences

The Power of Social Collaboration

Social collaboration tools like Yammer, Slack and Salesforce Chatter are becoming increasingly important within the Healthcare and Life Sciences industry. These tools work with the lines of business, speeds employee engagement, and fosters innovation. What has slowed adoption of these tools in comparison to other industries has been concern around compliance.

Policies and Watch-Lists

The FDA and OIG have issued strong guidance about *all* electronic communication within the Healthcare and Life Sciences industry. Social SafeGuard's clients are currently using Social SafeGuard's prebuilt and highly flexible policies to monitor and archive for the following on their internal collaboration tools such as Salesforce CRM, Salesforce Chatter, and Yammer:

1. Personal Information- HIPAA, PII, PHI
2. Adverse Events
3. Competitor Reference
4. Off-Label Promotion
5. Anti-Kickback

6. Inappropriate Conduct/Language
7. Product Claims
8. Litigation Terms
9. Spam and Malware
10. Confidentiality

2017 Archive and Violation Post Traffic

Social SafeGuard has archived and monitored over **51 million** posts on internal collaboration tools within the Healthcare and Life Sciences industry alone.

2017 Post monitored by SSG in HLS Collaboration

Legend: ■ Violations ■ Post
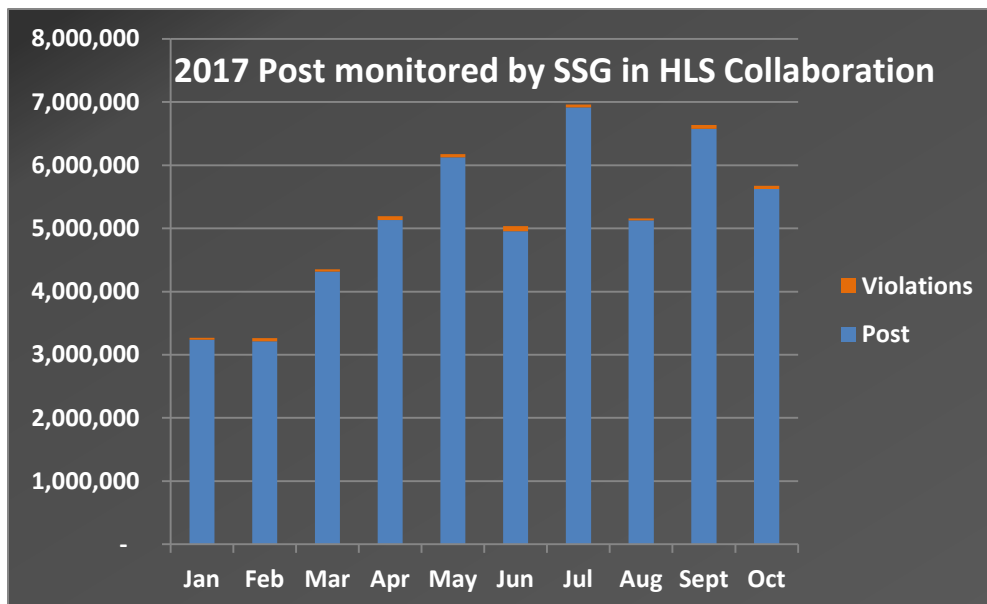
- **1** in **1,000** post violates a major regulation and needs to be remediated
- **200,000** authors of social posts have been reviewed by SSG within the Life Sciences industry

Violation Breakdown
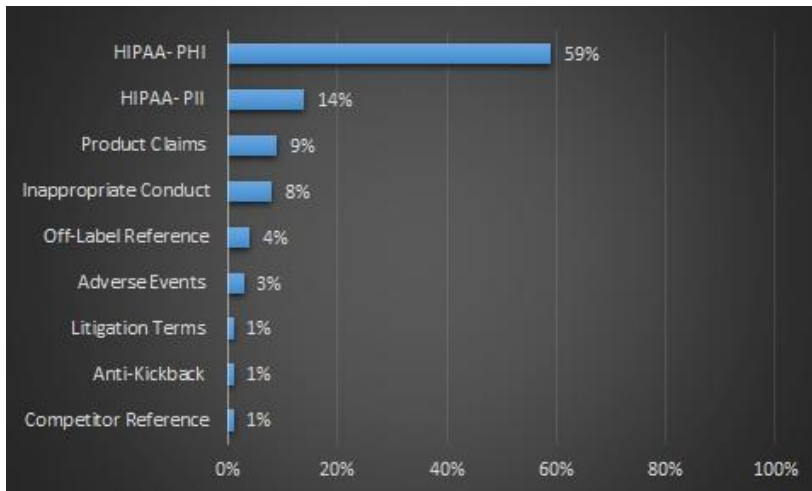
Even well trained employees make mistakes

With the use of tools such as Yammer and Chatter, training of employees is always a very important aspect within regulated industries. But as time passes and people work at breakneck speeds even the most well trained and well-meaning employees make mistakes.

Example of a top 5 Life Sciences company's Yammer monitoring

*All reference data has been blinded to preserve anonymity
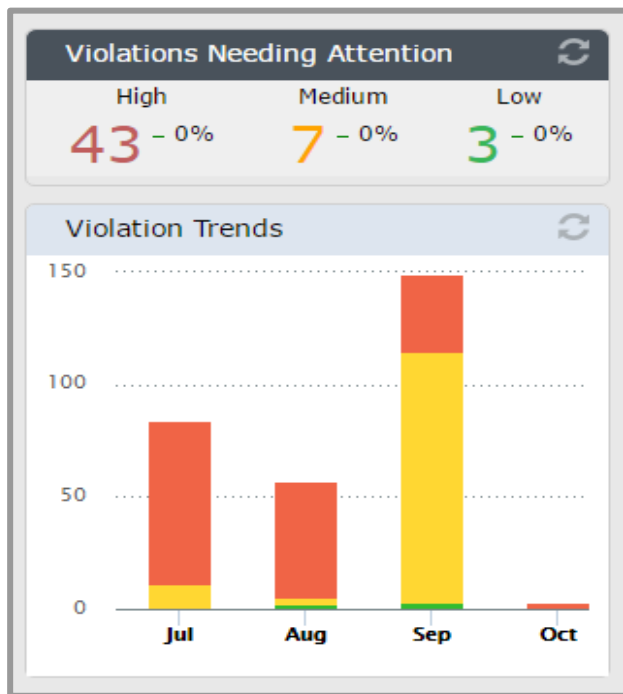
- Within the APAC region, Company **X's** Yammer channel has **774** authors
- Total number of posts to channel: **9,777**
- Total number of major issues remediated by legal : **131**
- It is estimated that without Social SafeGuard over **$250M** of fines would have been litigated

Examples of actual violations

*All reference data has been blinded to preserve anonymity

Examples of Off Label Discussion/Promotion

14-Jan-2015 at 11:18 AM — Yammer -

Q   I would like to discuss further the use of ████████ for nausea treatment.

☐ **New** 💬 Potential Off-Label — More

17-Mar-2016 at 12:28 PM — FB - ████ Corp Page

Q   Dr ████ s prescribing ████████ for nausea and see great results.

☐ **New** 💬 Potential Off-Label — More

Examples of Adverse Event

05-Oct-2016 at 11:28 AM — Yammer

FYI - had a good discussion with Dr. ████ on Monday. However, we were discussing a patient of his (████████) who experienced severe abdominal pain after being on ████ for 3 weeks. Dissipated after, but anyone have similar experience or recommend follow up?

☐ **In Progress** 💬 Potential Adverse Events — More

Examples of HR Violation

05-Jun-2015 at 3:04 PM

Que trais cabron!!!!

☐ **Remediated** 💬 HR - Internal Quarantine — More

Anti-Kickback Remediation

[💬] [Y≶] **Actions** ▼

Violation Info

Status Remediated ▾

Priority ▮ High (Score=5)   **Violation Type** 💬 Message

Policy Compliance - ███████████████████

Evidence (Policy rules that triggered this violation)

Advamed Internal High   team

Remediation Audit Trail

Status Change   ███████████████   Changed from 'New' to 'Remediated'
                       18-Aug-2016 5:44 PM

Content (The content within the message that triggered this violation)

But, I learnt that AR team are paid big buck too..........

Major financial information breach in pharma

Financial statements uploaded and viewed by wrong groups within company

👤 ███████████████   ███████████ Yammer Corporate Channel Y≶
11-Sep-2015 at 1:49 PM

Q ████████ SA - Financial Statements - Argentina + Chile

☐ **Remediated** � Legal Internal   More

👤 ████████████████   ██████████ Yammer Corporate Channel Y≶
11-Sep-2015 at 1:47 PM

Q ISO - Financial statements

☐ **Remediated** ⌻ Legal Internal   More

Archiving, eDiscovery, and Legal Holds

Social SafeGuard automatically archives all content. Included is a robust eDiscovery Platform, Retention Management, and Legal Holds.

████ ████████	30-Oct-2013 2:11 PM	Chatter - ████████	salesforce

Content

i am telling everyone to prescribe ████████ for manic bipolar

Policy Violations   ☐ Select All   ⟳ Update   ＋ New

☐ 💬	**Closed**	Potential Off-Label	More

Legal Holds

Audit (Deleted #138547)	21-Nov-2013	part of on-going audit ██████	1	❌
Litigation (Deleted #138548)	29-Nov-2015	Hold for litigation with ██████	5	❌

Legal and Compliance Remediation

Once Social SafeGuard has identified a potential violation, remediation activity can be taken. This can mimic your own process and include immediate quarantine, review by legal or compliance, and further notice and action.

Home / Message Details / **Policy Violation**

Q Quarantined ↩   💬   Actions ▾

Violation Info

Status Remediated ▾
Priority ▮ High (Score=6)   **Violation Type** 🔗 Attachment
Policy ████████ Quarantine

Evidence (Policy rules that triggered this violation)

████████████████

Remediation Audit Trail

Manual Remediation	████████ 15-Sep-2015 5:38 PM	████████ about Yammer not being the proper avenue to share these types of documents.
Status Change	████████ 15-Sep-2015 5:36 PM	Changed from 'New' to 'Remediated'
Message Quarantined	Social SafeGuard 11-Sep-2015 8:54 PM	The original message has been automatically quarantined

Content (The content within the message that triggered this violation)

🔗 ████████ls (134.14 KB)

Rapid Implementation

Social SafeGuard can implement Archiving, Compliance, and Security in 24 hours.