



# What Social Media Can Tell Us About The Patient Journey

ExL Digital Pharma East – October 2010

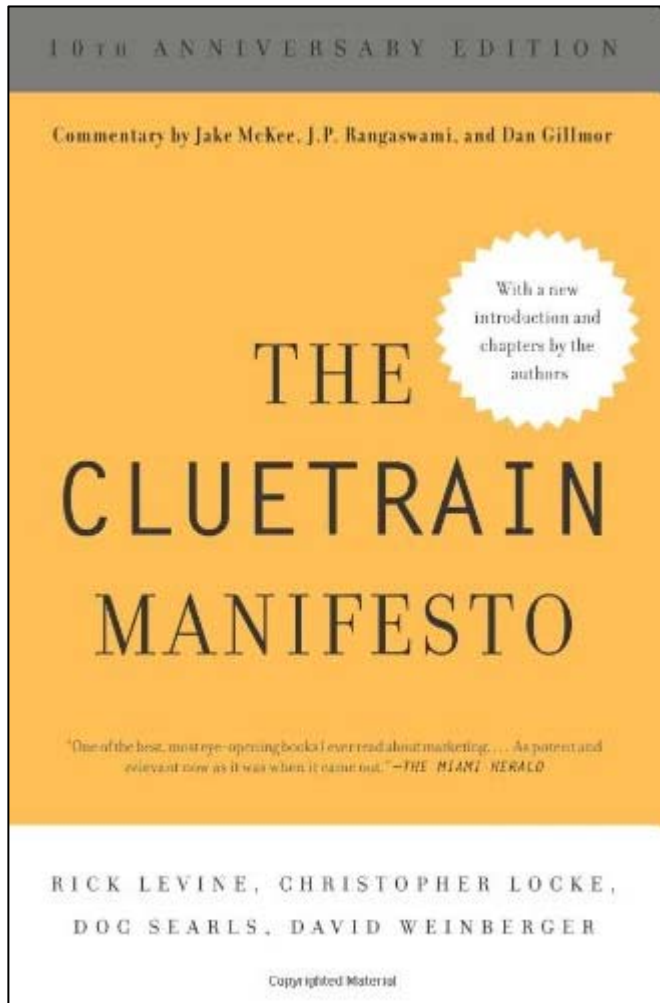
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**Health Ed**<sup>™</sup>

# “Markets are conversations ...”



- To speak with a human voice, companies must share the concerns of their communities
- But first, they must **belong** to a community

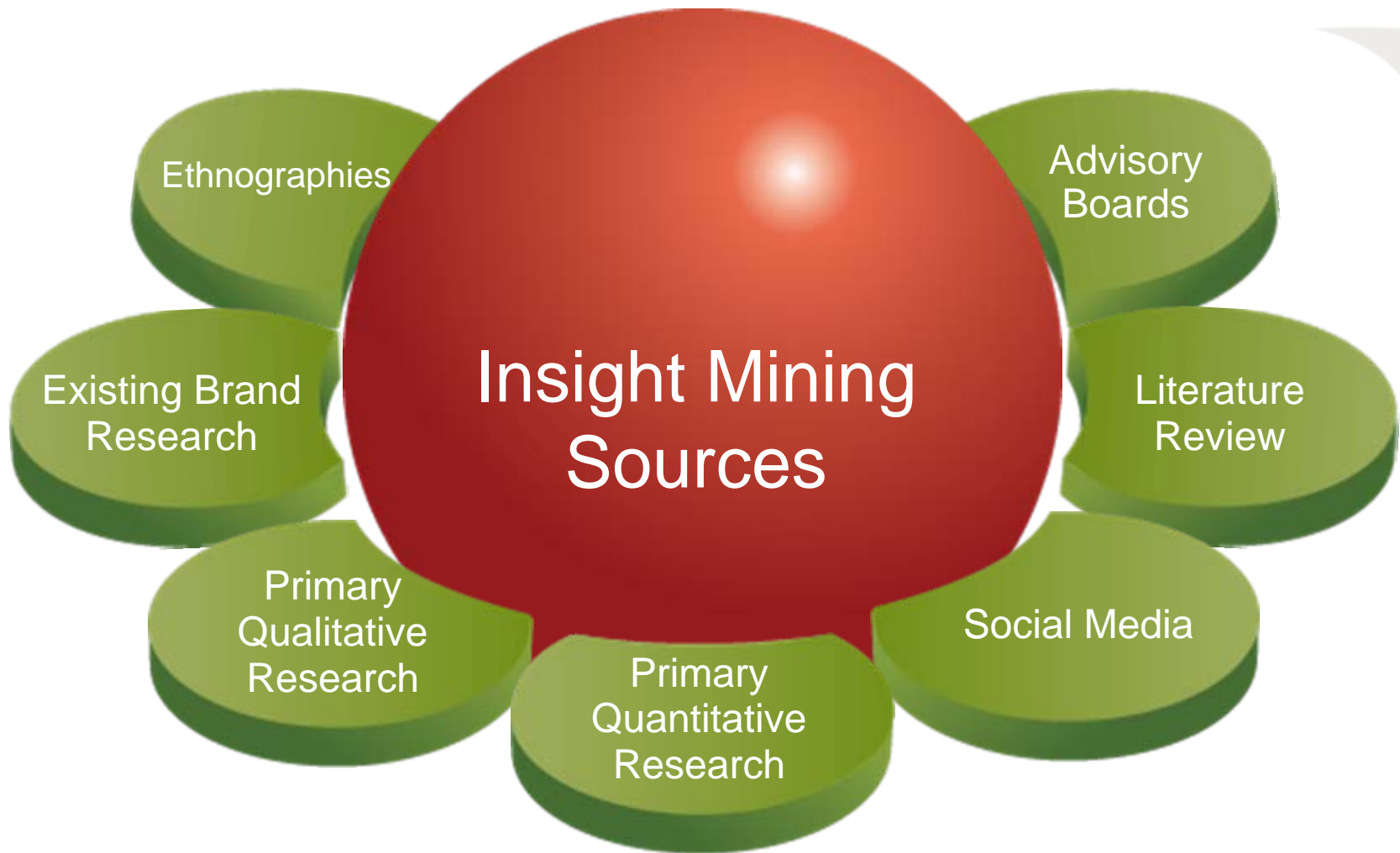
# Session Objectives

## Share how social media can:

- Add a unique layer to the process of patient insights mining
- Impact the development of the patient journey map
- Enhance the strategy for the brand marketing plan and execution, and drive desired outcomes

# **Social Media Analysis: A Source for Unique Insights**

## Gathering the insights



## Social media offers unique insights

- Patient conversations are *raw and unfiltered*
- Conversation analyses widen the lens on the patient experience
- Puts medication in perspective

Social Media

**... and the insights from conversations are immediately available**

## Social media offers consumers a space to:

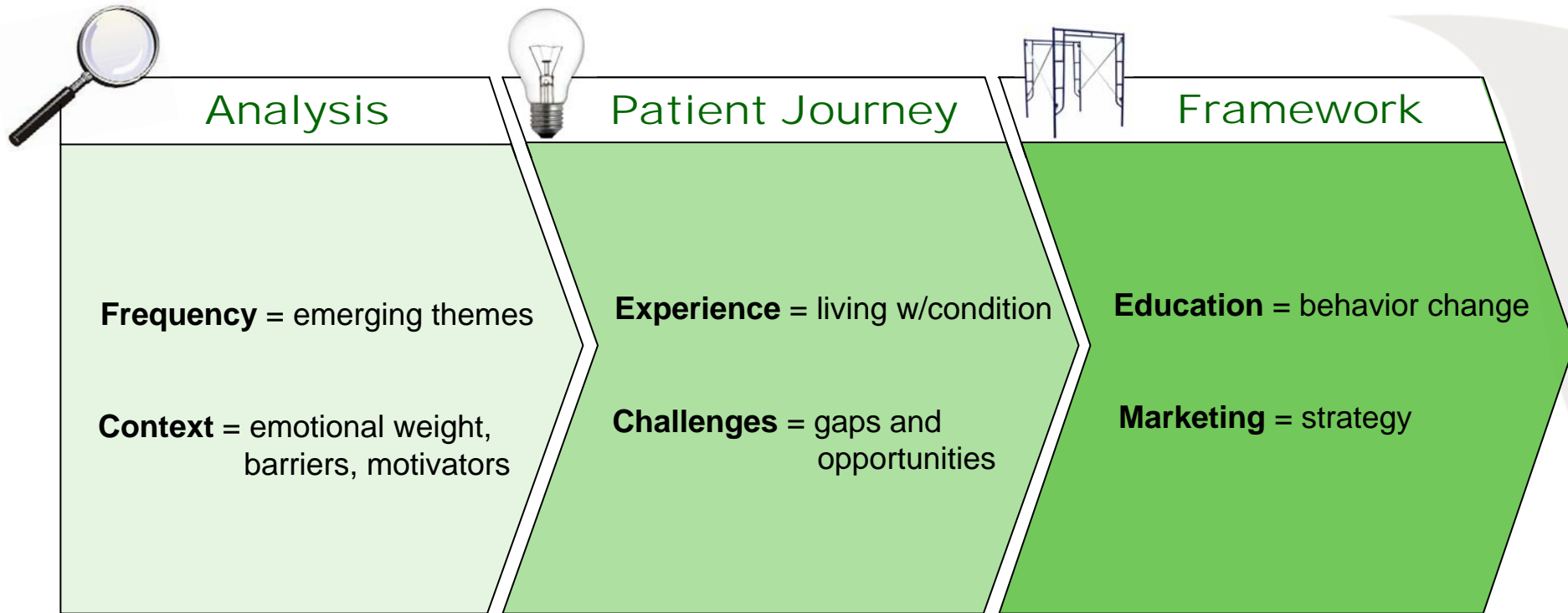
- **Share** two-way peer-to-peer support when isolated from their world due to their condition and/or treatment
- **Vent** when dissatisfied with treatment or treatment options
- **Learn** when confused about their condition and treatment
- **Validate** their concerns and daily challenges
- **Advocate** for research and improved services/care
- **Influence** the thoughts and opinions of others

# More Than Just Listening

The HealthEd approach to social media insight mining

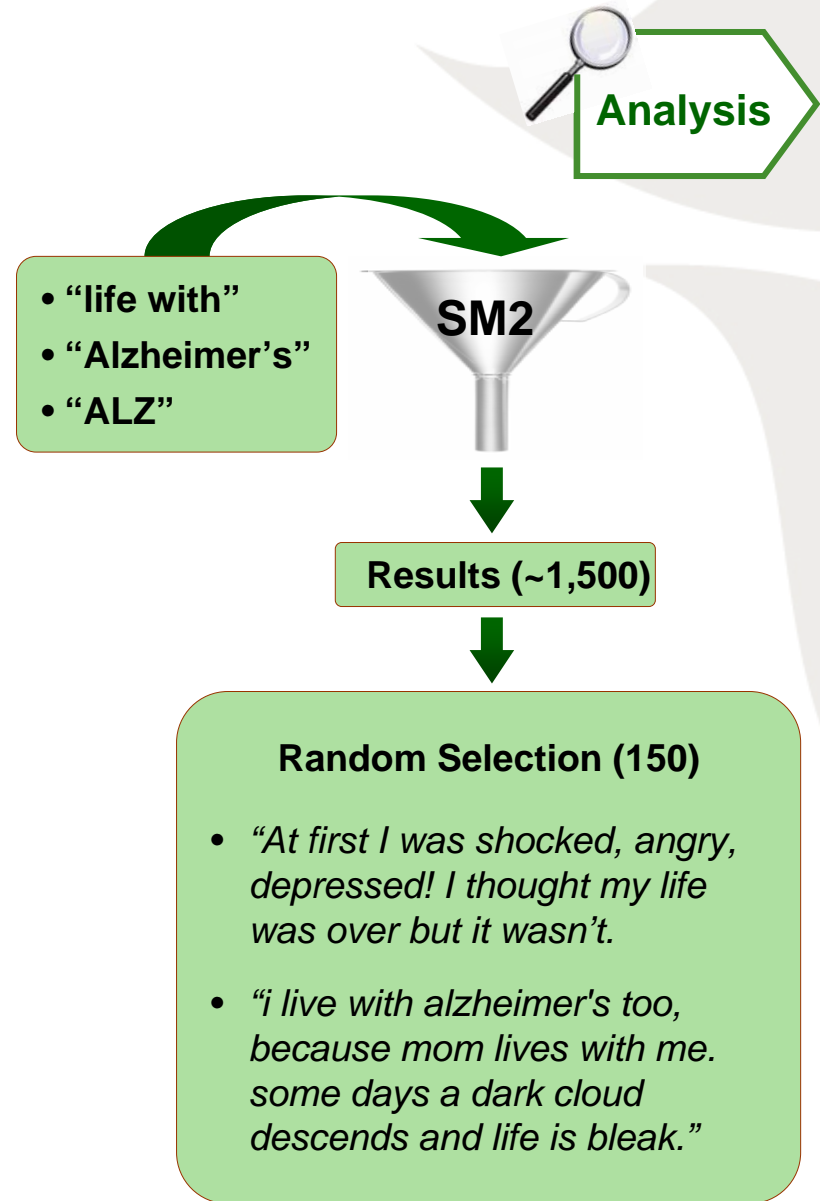


# Our process for applying social media



# Key steps to our process

- Identify/enter key search terms
- Select 10% of conversations (n=150)
  - Remove all personal and confidential information\*
- Analyze conversations
  - Breakout in “buckets” – emotions, beliefs, questions, and experiences
- Synthesize findings into an educational framework
- Map the patient journey
- Develop educational objectives and marketing implications



\* Assure compliance with existing social media policies including adverse event reporting and patient privacy

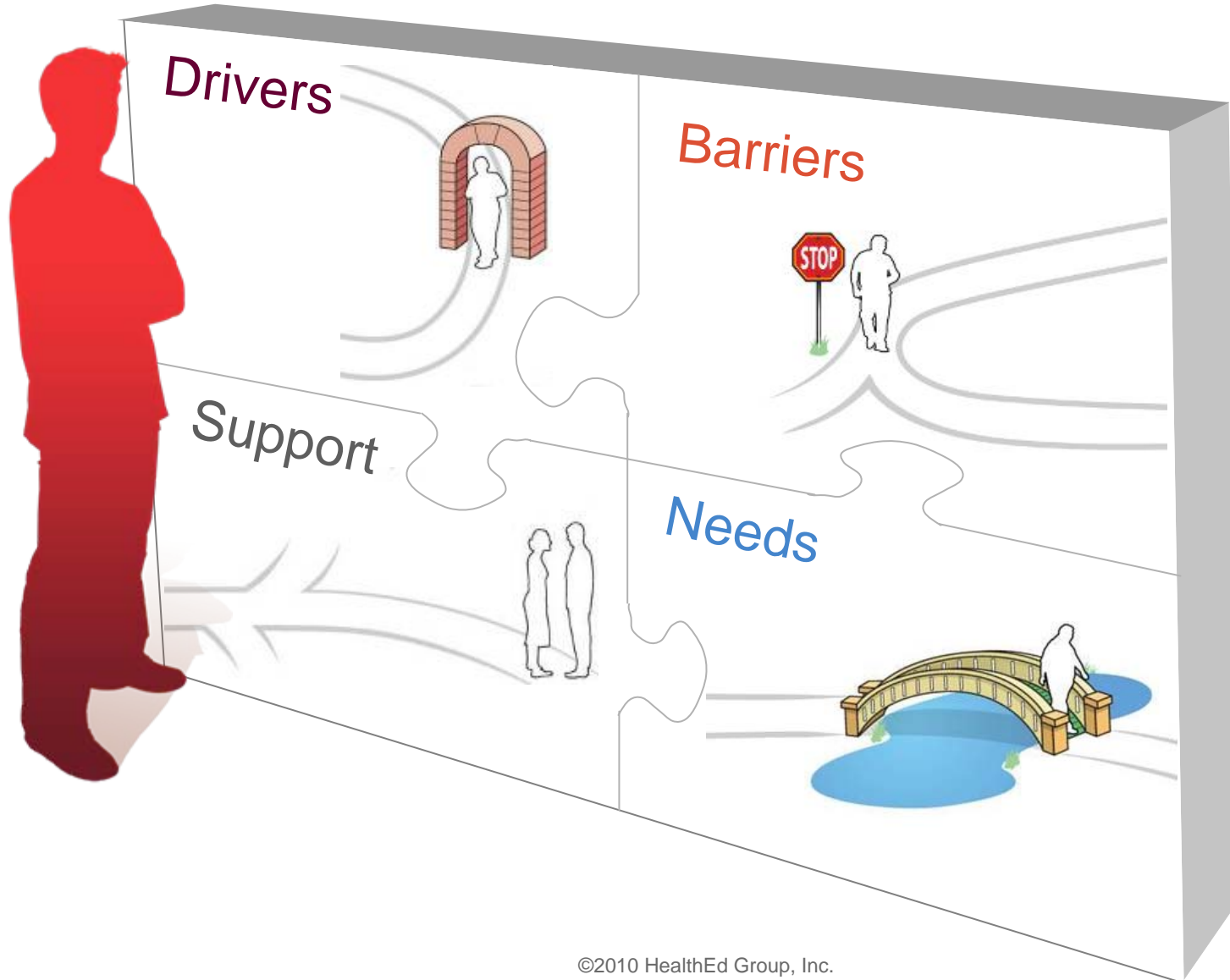
# We looked in expected places



...and heard from some unexpected places



# Identifying the emerging themes



# Identifying the emerging themes



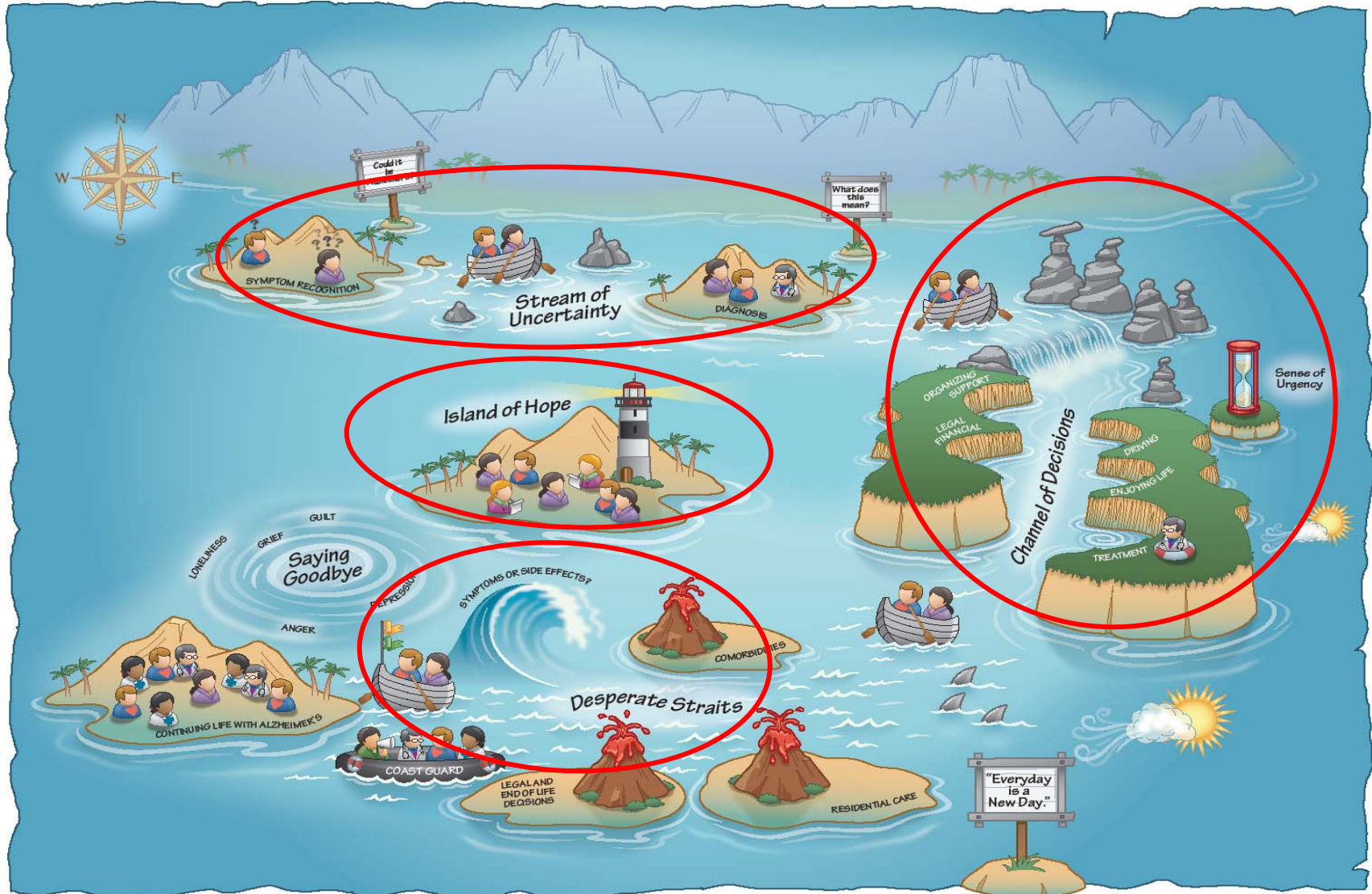
- What are the barriers to symptom recognition and diagnosis?
- What do people need to know about their condition and treatment?
- What competing factors impact diagnosis/treatment consideration?
- Which people influence key healthcare decisions?
- How do people define treatment success?
- What stops people from sticking with their treatment?
- What interventions will drive desired actions/behaviors?

# How social media impacts our understanding of the Patient Journey

# The Alzheimer's Journey



# Navigating the Alzheimer's Journey





## Key Barriers Delay Diagnosis

“My mother and the people around her on a daily basis do not see a problem.”

“We are afraid to approach my mother for fear that she is going to freak out.”

“My experience is that doctors don't want to say 'Alzheimer's'. They want you to figure it out yourself.”

“It took four doctors to diagnose the problem.”

“I am fully aware we need help but I am not sure exactly what resources are available .”

“My doctor keeps referring to the condition as dementia but the meds are for Alzheimer's. I am confused.”

# Challenges Override Treatment Decisions



**"I went to fill the prescription today and the cost of these two meds went from \$76 to \$374."**

**"My mother drove her car over a concrete abutment, through a hedge, and hit a tree."**

**"I looked into nursing homes in this area and they are anywhere from \$5000 to \$6000 a month."**

**"I moved my parents in with me and use their social security to pay off their back bills."**

**"My father needs dental work, new glasses, and diabetes supplies."**

**"I went through a bout of severe depression and had to take a leave from work. This disease sucks the life out of us."**

# Identifying Symptoms vs. Side Effects



# Forming a Strong Circle of Care and Support



**“It is important to share with others. Without this, I don’t know where I would be.”**

*Island of Hope*

**“We spoke to a counselor and she gave us hope, direction, information, and support.”**

**“I am going to my Alzheimer’s group today. It is comforting to talk to others like me.”**

# Moving from Social Media Insights to Positive Outcomes

# Developing an educational framework is critical



- Behavior change models and theories provide an evidence-based framework for developing patient education interventions
  - Social media analysis helps identify the model (or models) to use
  - Education models give program development an evidence-based approach
  - Behavior change models predict behavior change and outcome of interventions
- The educational framework informs the marketing plan, and helps identify and prioritize opportunities for patient education

## Key components of Alzheimer's educational framework:

- Drive early symptom recognition and accurate diagnosis
- Help caregivers to manage multiple care needs
- Differentiate symptoms from side effects

# Pulling insights through to develop solutions



## Unique insights derived from the social media process influence:

- Strategic plan of action – how the treatment integrates into the patient journey determines how we will engage the patient
  - Identify and prioritize opportunities for patient communication and tactical intervention
- Direction for the design and copy content – the imagery and words we use mirror those of the key stakeholders
- Execution of the tone and manner – the richness of how we need to talk to patients and caregivers
- Measures of success – the achievement of the desired behavior change resulting in better outcomes for patients and their support team and for the brand



# How can brands use social media insights?

- People post on blogs, forums, and social networks because they aren't getting answers.
- **Our goal as brand marketers should be:**
  - Provide **resources and tools** for overcoming barriers
  - Validate emotions by communicating through **real patient voices**
  - Uncover gaps to **better meet stakeholder needs**
  - **Bridge marketing silos** and reflect the realities of integrated care
  - Partner with advocacy groups to establish **trustworthy relationships**

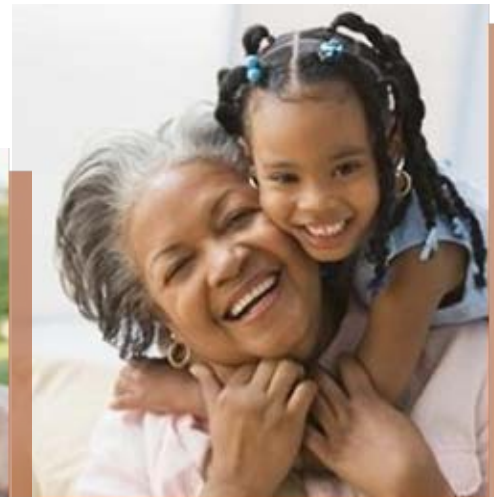
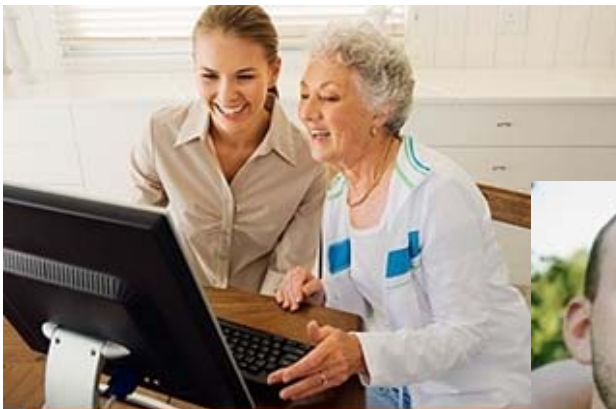
**Education should help people to solve their problems and cope when there is no solution.**

## Achieving better outcomes

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*“It’s always a challenge but one that I accept. With the help of my wife, family, and friends I will press on. The Alzheimer’s Association has been a tremendous help to me. There is my medicine...my doctor. I have a support system that I deeply appreciate. There is life after diagnosis and I plan to do my best to live it.”*

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# Thank you!

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