

# SOCIAL MEDIA AND COMPLIANCE FOR THE PHARMACEUTICAL INDUSTRY

People often use social media to share their health-related experiences and unwanted side effects of pharmaceutical products they use. In fact, 83% report they would be more inclined to report suspected adverse drug reactions (ADRs) via social media if they were welcomed into the conversation and felt that their feedback was important.<sup>1</sup>

**83%  
ARE INCLINED  
TO REPORT  
SUSPECTED ADRS  
VIA SOCIAL MEDIA**

Today's pharmaceutical and biotechnology companies are quickly growing their social media presence. In this new realm, Managing the chatter and feedback about your products is important. You must monitor for ADRs and ensure your social content adheres to regulatory requirements.

## PHARMACOVIGILANCE

The open forum of social media makes it easy for consumers to share information about how they are managing their health and well-being. However, these discussions on medical drugs and their usage can also include complaints about bad experiences and adverse drug reactions.

This makes adverse drug reaction monitoring vital across your company's social channels. You should look for feedback on the effects of your licensed medical drugs. Doing so helps you identify and evaluate unreported ADRs.

Putting a program in place to monitor these posts can seem difficult. As a result, many drug makers have turned to outsourcing, which is expensive.

With the right tools and processes, you don't have to take this costly route. By adopting an automated social media monitoring solution, you can streamline the process and simplify your drug-safety program.

## REGULATIONS ON PRODUCT PROMOTIONS

To maintain a positive social brand presence, your company needs to follow regulations. These include Healthcare Insurance Portability and Accountability Act (HIPAA) social media policies and Food and Drug Administration (FDA) guidance. These guidelines restrict what you can and cannot say about your products in your social media advertisements and promotions.

You must follow other FDA guidelines, too. These rules govern content produced by any third-party that discusses off-label usage or any other product misinformation. And they require you to correct any misinformation about a drug's licensed usage.

We know it can be a significant hurdle to build a brand presence while adhering to the regulations and requirements that govern online communication. That's why it's essential to have the right tools in place. These can help you monitor social media for off-label mentions and provide content review workflows and compliance guardrails.

<sup>1</sup> Journal of Pharmacovigilance. "The Use of Social Media in ADR Monitoring and Reporting." December 2016.

## MANAGE SOCIAL MEDIA AND COMPLIANCE WITH PROOFPOINT

At Proofpoint, we understand the constant state of change you face across social engagement channels. To help you address these challenges, we've built a unified solution that simplifies your social media monitoring and compliance processes. So you can focus on growing your social customer engagement.

### Social Content Monitoring

Proofpoint Digital Risk Protection automatically monitors social spheres for posts and comments with high-risk content. It highlights ADRs, deceptive advertising, off-label information and more. And based on the content type, you can decide whether to log, notify, hide or delete it.

We also include our Deep Social Linguistic Analysis (DSL) technology. This goes far beyond keyword dictionaries and expression-based filters. It allows you to detect, classify and manage social media content more accurately than any other solution.

We also help you remove risky social media content at an unlimited scale. Our integrated solution works around the clock. And it allows you to eliminate time-consuming manual moderation and expensive managed services fees.

With Digital Risk Protection, you can:

- Monitor social media for ADRs and product complaints
- Streamline and automate your social media drug safety program
- Discover and remediate misleading or off-label communications

### Social Compliance

Digital Risk Protection provides you with automated social media content compliance supervision and record retention. And it does it all from a common interface. With just a few clicks, our pre-built FDA and HIPAA policy templates help you manage your social media compliance requirements. Proofpoint makes it easy for you to manage the review and approval process for pre- and post-published content.

Plus, all messages are automatically added to the archive. There is simply no easier way to meet social media compliance requests.

With Digital Risk Protection, you can:

- Apply policy and demonstrate compliance for HIPAA, FDA and more
- Automate compliance content scanning and enforcement across all your social media properties
- Get detailed reporting for governance and compliance audits
- Automatically hand off social media content to your in-house archive or to our built-in archive

No other solution makes it easier for you to safely engage on digital channels and stay compliant.

## LEARN MORE

To learn more about Proofpoint Digital Risk Protection visit [proofpoint.com/us/products/digital-risk-protection](https://proofpoint.com/us/products/digital-risk-protection)

**PROOFPOINT AUTOMATES  
SOCIAL MEDIA MONITORING  
TO STREAMLINE YOUR DRUG  
SAFETY AND COMPLIANCE  
PROGRAMS.**

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**“Proofpoint makes social media monitoring for ADRs and off-label usage simple and efficient. Plus, the compliance content templates give us peace of mind that our social content meets regulatory guidance.”**

Anonymous Pharmaceutical Customer

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### ABOUT PROOFPOINT

Proofpoint, Inc. (NASDAQ:PFPT), a next-generation cybersecurity company, enables organizations to protect the way their people work today from advanced threats and compliance risks. Proofpoint helps cybersecurity professionals protect their users from the advanced attacks that target them (via email, mobile apps, and social media), protect the critical information people create, and equip their teams with the right intelligence and tools to respond quickly when things go wrong. Leading organizations of all sizes, including over 50 percent of the Fortune 100, rely on Proofpoint solutions, which are built for today's mobile and social-enabled IT environments and leverage both the power of the cloud and a big-data-driven analytics platform to combat modern advanced threats.

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