

# SOCIAL MEDIA AND COMPLIANCE FOR THE PHARMACEUTICAL INDUSTRY

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 adverse drug reactions (ADRs) and ensure your social content adheres to regulatory requirements.

83%

report they are more inclined to report suspected ADRs via social media when the correct measures are in place<sup>1</sup>

63%

of healthcare professionals believe the concept of using social media for patient safety purposes is feasible<sup>1</sup>

71%

of pharmaceutical companies would consider this concept feasible from a legislative and industry perspective<sup>1</sup>

## UNDERSTANDING PHARMACOVIGILANCE



### WHAT IS IT?

The adoption of drug safety monitoring across social channels for feedback on the effects of your licensed medical drugs.

### WHY IS IT IMPORTANT?

Monitoring for product feedback helps you identify and evaluate unreported ADRs. Social discussions on pharmaceutical usage can include complaints about negative experiences.

50%

of people say they would take into consideration suspected ADR-related information posted on Facebook or Twitter before the use of a medicinal product.<sup>1</sup>

## KNOW THE REGULATIONS ON PRODUCT PROMOTIONS



### WHAT ARE THE REGULATIONS?

Pharmaceutical companies need to adhere to Healthcare Insurance Portability and Accountability Act (HIPAA) social media policies and Food and Drug Administration (FDA) guidance.

### WHAT DO THEY COVER?

What you can and can't say about pharmaceutical products in social media advertisements and promotions.



### WHERE DO YOU START?

Have the right tools in place that monitor social media for off-label mentions and provide content review workflows and compliance guardrails.

73%

of people say they believe monitoring of social media for ADR-related information by pharmaceutical companies should be obligatory.<sup>1</sup>

## PROOFPOINT CAN JUMP-START YOUR SOCIAL COMPLIANCE

It's important to have a unified solution that simplifies your social media monitoring and compliance processes.

### With **SOCIAL CONTENT MONITORING** you can:

- Monitor social media for ADRs and product complaints 24/7/365
- Automate your social media pharmacovigilance program
- Eliminate time-consuming manual moderation

### With **SOCIAL COMPLIANCE** you can:

- Demonstrate compliance for HIPAA, FDA, and more
- Automate compliance content scanning and enforcement
- Automatically hand off social media content to your archiving solution



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