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.

Proofpoint Can Jump-Start Your Social Compliance

Understanding Pharmacovigilance

WHAT IS IT?
The collection and analysis of drug safety data from various sources and feedback from the use of your licensed medical drugs.

WHY IS IT IMPORTANT?
Monitoring and product feedback helps identify and evaluate unreported adverse drug reactions. Social media 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.

73% of people say they believe monitoring of social media for ADR-related information by pharmaceutical companies should be obligatory.

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 pharmaceuticals 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.

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

With SOCIAL COMPLIANCE you can:
• Monitor social media for ADRs and product complaints 24/7/365
• Automate your social media pharmacovigilance program
• Secure time-saving virtual moderation

With SOCIAL CONTENT MONITORING you can:
• Monitor social media for HIPAA and FDA compliance
• Automate compliance content scanning and enforcement
• Automatically hand off social media content to your archiving solution

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