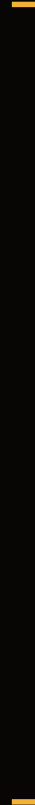


abbvie

# Social Media\_ Industry Perspective

Mondira Bhattacharya, MD





Margaret Heffernan: For good ideas and true innovation, you need human interaction, conflict, argument, debate

RIGHT SITES

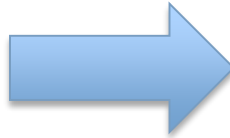
RIGHT TOOLS

CURRENT STRENGTHS

UNDERSTANDING OF LIMITATIONS

# Glass half-empty or half-full?

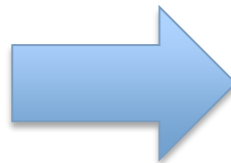
- NLP methodologies allow for harnessing of blog/forum data into medically digestible information



- Not all sites available; requires work to identify specific sites
- May be most suitable for products with certain profiles (drug misuse/abuse)
- Regulations are unclear as to current industry requirements (what to do with invalid cases from sites not sponsored by a company?)

- May be amenable to specific types of information:

Non-serious events often not reported to HCPs  
Medication errors;  
Product quality issues;  
Adherence;  
Off-label use;  
Drug comparisons;  
Drug interactions



- Real time safety information
- Patient insight/focused
- Analytical tools are limited
- Clinical value unproven as an additional standard data source
- Resource balancing remains challenging

# Current and Future Use as Technology and Experience Evolves

- Pharmacovigilance
- Patient-focused drug development
- Life-cycle patient perspective in benefit-risk management
- Creation and use of longitudinal cohorts within social media for outcomes (ie: long-term safety, pregnancy)
- Risk management
- Risk effectiveness studies
- Patient education
- Patient recruitment