



An Interview on Pharmacovigilance and Patient Insights with Jackie Cuyvers, Digital Strategist for ZS Associates

In the run up to SMI's 8th annual show on Social Media in the Pharmaceutical Industry, Digital Strategist and Social Media expert, Jackie Cuyvers, was asked a few questions about her forthcoming presentation next January and on the growing relevance of social media in pharmacovigilance.

With over 10 years' experience in Digital Marketing, Social Media Strategy, Engagement and Analysis, Jackie Cuyvers is currently working as a Consultant in the London office for ZS Associates. She is actively engaged in developing social media insight strategy and executing social listening projects with clients to answer key questions into the customer experience. She leads ZS' social listening teams to develop actionable insights, extend market research and measure campaign effectiveness for maximum business impact.



In a presentation entitled: Leveraging social media for patient insights and pharmacovigilance, Jackie will discuss how to harness social listening to understand unmet needs, reactions and adverse events. The dangers of misinformation and approaches to understanding regional and international differences in language will also be addressed. Follow the conversation at #pharmasocialmedia

Q: SMI: Please provide a brief outline of your expertise and current role. Any highlights and developments?

I have over decade of experience in Digital Marketing and Social Media Strategy, Engagement and Analysis and I am focused in the area of Social Intelligence.

I believe that Social Media Intelligence, provides limitless opportunities for organisations to become more customer focused. Powered by Social Media Listening & Social Media Analytics, Social Intelligence enhances an organisation's understanding of their stakeholders and customers - allowing them to become more customer centric, delivering a better customer experience, addressing unmet needs or messaging and overall strengthening the relationship between the company and customer, leading to measurable success.

I Lead the Social Intelligence strategy offering firm-wide for our clients globally and I manage a global team of social listeners across time-zones, and working from London helps make this possible. I lead this team to design and deliver advanced social media analytics insights and solutions across a range of clients including global Pharmaceutical clients, High-Tech, Energy & Utilities, and Consumer Goods & Services.

Q: SMI: It seems there is still a dichotomy between consumers and social media, and pharma: How do you perceive the industry changing in the myriad of technology we're living in now?

Lately I've been seeing a flurry of activity from a number of organizations who are starting to realize the potential for Social Media, and a number of organizations are trying to play catch-up, which is leading to a huge growth in the industry. While they are trying to play catch-up they aren't focusing on the planning or infrastructure that needs to be in place to make these efforts successful. For instance many don't have the infrastructure in terms of guidelines or policies in place, before executing campaigns and tactics. Existing guidelines are sometimes dated and or inappropriate for Social Media. There is often confusion on what is the role of global vs what is local. Social Media in many cases not seen as a strategic initiative so often isn't provided the requisite support and resources to be successful. Social Listening is often done after the fact, when providing it along the entire process could have led to more a more focused strategy, plan and message, and provided benchmarks for which to measure effort and success from.

Q: SMI: How does patient-engagement fit into your role, and what integrative tools have you found most beneficial?

Social media covers so many things, however the goal of Social Listening through Social Media is to understand and guide, not to engage. Many of the enterprise Social Listening tools would serve Pharma well, what makes the difference is identifying and asking the right business questions, and having the structure and process in place to take the analysis to the level of depth required to draw out truly actionable qualitative insights.

Q: SMI: Speaking the right language is very much an art, as it is about transparency and business growth: What creative approaches are driving healthcare marketing?

Innovation is coming by looking at how other industries are making advancements - and using the power of the crowd to bring about new ideas. For instance Pharma is crowdsourcing innovation and driving engagement and awareness through programs like creating annual funds for APP developers and developing new solutions for problems, like in the UCB Epilepsy Hackathon.

Q: SMI: What are some of the winning factors in keeping consumers engaged? What other initiatives would you like to see to help foster more consumers and HCP's interacting online?

One key factor to driving engagement is in understanding whom you are talking to. Only by understanding their needs, drivers, language and communication preferences can you begin to drive engagement - this is made possible by using Social Listening. Being Customer Centric versus Brand focused makes a difference in engagement. I think having more curation of communication and online resources would be very helpful. There is a lot of great health content available online in form of Health Resources, APPs etc. but it's hard for physicians and patients to know which is the best resource to use. Pharma could help serve as a trusted partner in this.

Q: SMi: Why is regulation still a struggle for going digital?

While Legal and Compliance have traditionally been risk-averse, more often than not they are no longer the barrier. It's now more frequently the lack of formal guidelines and regulations, holding up Social Media initiatives. It can take years to get approved and then can be out of date by when the time it's ready and approved. The process for regulation is such that by the time it gets to where it needs to be, the pace of Social Media has already moved on.

Q: SMi: What aspects of the conference are you most looking forward to?

SMi's Social Media in Pharma Conference always has a great group of attendees and presentations. I love to see use cases of how other organizations are bringing innovation and creativity to their Social Media engagement onstage and enjoy the off-stage hallway conversations with other attendees about the innovations, experiences they've experienced and challenges they are facing. It's a great event to discuss issues that are often limited to a small group of people within an organization, to a large group of people facing the same issues.

Q: SMi: What new developments do you envision for 2016?

In 2016, I think Social Listening will extend throughout the project and product lifecycle. It's value has been shown to be both cost efficient and effective, and the volume of online conversation is only set to increase. I think Pharma is realizing the benefit of working with KOI's and will begin to deliver a more customer centric focused engagement - informed by insights from Social Listening and KOI's.

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Social Media in the Pharmaceutical Industry

20-21 January 2016

Holiday Inn Kensington Forum, London, UK

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