Mobility and Social Media in Life Sciences

*Mobile Social Media* is a new label used to describe the use of emerging social networking platforms, technologies, tools and devices used for social communications in everyday life. The Life Sciences industry is starting to embrace mobile social media as a legitimate business solution to enhance the global work environment, streamline processes, speed up time-to-market, and provide workers with a seamless transition from home-to-work-to-customer. Many Life Science companies (including pharmaceuticals, biotechs and medical devices) are on the forefront of a changing business landscape and are embracing *mobile social media* to reach a broader customer base, including patients, physicians, clinicians, nurses, and more. This whitepaper defines *mobile social media*, discusses the various types of mobile devices and social media that can be applied to business, and provides specific examples on how Life Science companies are embracing mobile social media to advance sales and marketing and patient safety.
About the Author

Kathleen Warner

Kathleen Warner is a Consulting Partner in the Life Sciences Global Consulting Practice (GCP), North America at Tata Consultancy Services (TCS). Kathleen has over 12 years of consulting experience in Life Sciences as an executive consultant. Kathleen has had oversight for many large, complex programs and projects in Life Sciences involving system implementation, project management, and validation for Research and Development (R&D), Quality and Manufacturing organizations. As a subject matter expert (SME), Kathleen has assisted clients with solving difficult compliance issues to successful resolution. Prior to Life Sciences, Kathleen held executive-level positions within the information technology industry and academia. Kathleen holds a PhD in Education with a concentration in Technology and certifications in project management and secondary education.
## List of Abbreviations

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<thead>
<tr>
<th>Acronym</th>
<th>Title</th>
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<tr>
<td>Apps</td>
<td>Applications</td>
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<tr>
<td>MIRF</td>
<td>Medical Information Requests Form</td>
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<td>ML</td>
<td>Medical Liaison</td>
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<tr>
<td>POF</td>
<td>Proof of Concept</td>
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<tr>
<td>SaaS</td>
<td>Software as a Service</td>
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<td>VPN</td>
<td>Virtual Private Network</td>
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1. Introduction

Everyone is talking about the sharing world of business, new and evolving technologies, social networking, Web 2.0 and more. But what does all of this mean to the average employee. It means that the world has changed again and the speed at which the change is occurring is fast. The impact is immediate and cannot be ignored without significant business consequences. In order to understand this affect, Life Science companies need to decide how mobile social media will be used to engage customers, lower cost of doing business, and provide a more dynamic environment for their employees. But first these terms need to be defined in the context of this whitepaper.

1.1 What is Mobile Social Media?

Social in this context implies the daily interactions, communications, and networking of individuals. It addresses how people live and reflects the changing world of habits, norms, communication patterns and other social characteristics that have been affected by emerging technologies.

Social media in this context refers to social software, including networking tools and software applications (apps), that have enabled interactive dialogue, ubiquitously, for self-presentation and self-disclosure. When you take Social media (i.e., LinkedIn, Facebook, Twitter, YouTube, Pinterest (e.g., a content sharing service where you can “pin” images and objects to a virtual pinboard) and integrate with mobile devices (such as a smartphones or tablets), you are a mobile social media user.

Implementing a Mobile Social Media program is a complicated goal because of the regulated industry, change for corporate culture, costs of implementation, continuous education and ongoing support. Implications are that companies will have to invest in a mobile media strategy to develop standards, policies, training and support to effectively embrace and manage this new technological revolution.

2. Mobile Social Media Statistics

Taking a look at the latest statistics provides eye-opening data on just how many billions of people are already mobile social media users.

Mobile social media statistics are posted on an ongoing basis. According to one blogger (Pring, C.), posting for 2012 (August) in general, 66% of online adults are connected to one or more social media platforms and 50% of social media users say they log on first thing in the morning to check their favorite networks. [1] Other interesting statistics posted by this same blogger include the following:

Mobile and Apps Statistics – the proliferation of mobile devices and connectivity has increased by 63% in 2012. In 2015, the number of smartphones shipments will be a staggering one billion, dominated by Apple, Google and Microsoft, who will enjoy 90% of market share with their respective platforms.

- 57% of all new Android and IOS apps are downloaded in the US, followed by 12% China, 4% Taiwan, 3% UK, 3% Canada, 2% Australia and 2% Hong Kong
- 53% of American cellphone (mobile) users now have a smartphone
In the year 2015 - it is expected that the following growth will occur with mobile social media:

- Mobile apps will grow from a $6 billion industry today to $55.7 billion industry
- Sales via social commerce are expected to reach $30 billion
- Brands will be generating 50% of their web sales through social media and mobile platforms with a projection of $30 Billion in sales

So what do the statistics tell us?

- Mobile social media is still relatively new for many of us and still in its infancy but catching on very quickly.
- Within three years of 2012, another milestone will be reached with the explosion of new technologies and the maturity of the existing technologies.
- Laggers are losers and will suffer the consequences if they don’t embrace mobility now.
- Partnering with technology leaders and solution providers can help you leap-frog and catch up.
- Life Sciences need to practice the use of mobile social media in their day-to-day businesses.

3. Social Media Critical Path for Life Science

The data presented on mobile social media is significant for Life Sciences as they begin to understand how mobile users interact with social media. Advertisers and marketers have an opportunity to reach out to the mobile consumers through coupons/offers/deals. Some Life Sciences companies are early adopters and are using social media in their daily business to reach out to patients and customers alike. Examples include the following:

- J&J - uses this blog to show another side of the company, with frequent video posts and interviews. ([http://www.jnjbtw.com](http://www.jnjbtw.com))
- Eli Lilly – recently drafted social media policy, launched a Twitter feed and established a company blog: LillyPad (which they plan on expanding in 2013).
- Pfizer – has a Social Media Playbook: Practical Guidance for Colleagues in the use of social media for good promotional practices
- AstraZeneca – launched its social media initiative: LabTalk – a science blog that let scientists discuss innovative ideas, approaches, innovation – all online
- Sanofi-Aventis US – are leaders in the use of social media with a Facebook page, a focus on diabetes (approximately 4,000 followers), Twitter presence (approximately 4,000 followers) and three different engagement platforms in progress. [2][3][4]
3.1 Opportunities for Life Sciences

As more business sharing occurs, Life Science companies can learn from each other and collaborate on best practices as they apply mobile social media to patient safety. Some considerations for using mobile social media in Life Sciences are as follows:

- It’s a low cost option since many of the apps are free
- Marketing can take advantage of social media tools to promote deals, address complaints, reduce costs
- Identify your customers through ‘like’ or ‘follow’ on Facebook or Twitter
- Reuse, repost information through Pinterest
- Change corporate culture and increase brand identity
- Value to customer

4. Mobile Device Case Study in Pharmaceutical Sales

4.1 Company Overview

Lantheus Medical Imaging, Inc. is a global leader in developing, manufacturing and distributing innovative diagnostic imaging agents to improve the treatment of human disease. Products include agents that assist in the diagnosis of heart and vascular diseases using nuclear imaging, echocardiography and magnetic resonance imaging (MRI) technologies. Additionally, the company has a clinical and preclinical development pipeline of products that use Positron Emission Tomography (PET) and MRI technologies. [5]

Since the company’s inception in 1956, it has had several owners during its 56 years in business, including DuPont and Bristol-Myers Squibb. In 2008, a private equity-management company purchased the Medical Imaging business from Bristol-Myers Squibb and now the company operates independently as Lantheus Medical Imaging, which has grown from 80 employees to approximately 600 employees worldwide.

This case study focuses on an innovative approach to reach clinicians and physicians in order to educate them about products and services that have a significant impact on patient safety and the treatment of human disease.

“During the Medical Liaison (ML) iPad training, the team highlighted Ablavar® and DEFINITY® and ABLAVAR® presentations that had been translated from power point and now could successfully be promoted using iPads. This was a critical achievement and motivational force in getting the Medical Liaisons to use the iPads for 3D video images and related sales promotional content.”

Derek F. Rhodes, PhD
Chief Information Officer
Lantheus Medical Imaging, Inc.
4.2 Business Challenge

Lantheus realized that its ability to demonstrate its products to clinicians and physicians was limited to traditional marketing tools, such as in-person PowerPoint presentations, web-ex conference calls, and speaker events. However, through the use of mobile device media, the company found that it could bring the power of its product(s) directly to the clinicians and physicians offices in an innovative and exciting way using mobile devices.

4.3 Solution

Lantheus initiated the iPad Medical Liaison (ML) Project in January 2011. This was designed to utilize iPad efficiencies in presenting images and case studies to its customers. Lantheus successfully rolled out iPads to Medical Liaisons (ML) in the field during the summer of 2011. In August 2011, MLs attended iPad training and the team demonstrated that key Ablavar® and Definity® presentations and related case studies, could be successfully displayed.

The Mobile Device Program was then expanded to synchronize the utilization of applications across the iPad and iPhone platform in consort with a rollout to the field sales organization in the spring of 2012. This rollout required a platform upgrade in support of the latest operating system across the enterprise. This upgrade included the utilization of MobileIron for managing security, authentication and the seamless integration with the Lantheus MS exchange infrastructure to support calendar and mail. [6]

4.4 Results

The program is in its first year and the results are positive. Lantheus IT created a project and developed a Proof of Concept (POC). The following list some key results of the Mobile Device Program:

- **Analysis** - an iPad evaluation was performed using field personnel, collected comments were included in a report on the findings.
- **Configuration** - tablets were configured with similar applications and then deployed to a subset of MLs for a POC.
- **Upgrades** - devices were upgraded using MobileIron and a Mobile Device intranet page with sections that documented updates to the iPad and iPhone and contained other information, such as new reference documents, training videos and Frequently Asked Questions (FAQ).
- **Training** - the ML community was trained on how to use the tablets to demonstrate the product(s) capabilities to clinicians and physicians.
- **Surveys** - during the pilot, the clients participated in surveys and submitted feedback to the program team; the MLs participated in surveys for lessons learned and to gather requests for enhancements; and the clients were surveyed on customer satisfaction using mobile devices in capturing MIRFs.
- **Implementation and Deployment** - Once proven as a viable way to reach the clients, tablets were deployed to the entire field of MLs.
4.5 Benefits and Future Plans

Building on the success of the mobile device program, Lantheus realized the following benefits:

<table>
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<tr>
<th>Organization</th>
<th>Financials</th>
<th>Process</th>
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<td>- Increased collaboration with internal organizations, such as IT, Sales and Marketing and the Global Medical Affairs team in support of onsite capture of MIRFs</td>
<td>- Reduced time and cost of sales and improved selling tools</td>
<td>- Developed Mobile Device Usage policy</td>
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<td>- Increased customer satisfaction in pre- and post-sales activities and demonstrations</td>
<td>- Reduction in IT support services through employee self-service intranet page</td>
<td>- Developed on-site call center support specifically for the MLs in the field</td>
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<td>- Increased employee satisfaction on ability to demonstrate the products anytime, anywhere using their mobile devices</td>
<td>- Reduced infrastructure costs with mobile devices</td>
<td>- Developed Mobile Device Program</td>
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Lantheus is conducting a technical evaluation in IT to assess the capabilities and potential benefits of a virtual private network (VPN) application for the iPad. Their future plans include an aggressive program to upgrade their Sales Automation tool (CRM) to a cloud service. Utilizing cloud for high availability mobile access will allow for immediate population of sales call information, closed loop marketing and real time order status, supporting sales management, marketing business analytics and customer service teams. This initiative is due to kick off in early 2013, with a rollout period of four to six months.

5. Conclusion

Mobility and Social Media have arrived and are here to stay. How these devices and applications are implemented, where they are used and by whom will continue to be defined by Life Science companies as they adopt these technologies. Where there is excitement there is also risk. Life Science companies need to be thoughtful in the use of mobile social media, walk slowly and manage risk by partnering with vendors that provide innovative and creative solutions to solve future business problems in a changing world.

6. Acknowledgements

Derek Rhodes, PhD, Chief Information Officer, Lantheus Medical Imaging, Inc.

References

About TCS' Global Consulting Practice

TCS’ Global Consulting Practice (GCP) is a key component in how TCS delivers additional value to clients. Using our collective industry insight, technology expertise, and consulting know-how, we partner with enterprises worldwide to deliver integrated end-to-end IT enabled business transformation services.

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