

Social Media Addressing Patients Communication Opportunities & Challenges

Piotr Sawicki



Our Voice | Our Community | Your Success

Faculty Disclosure

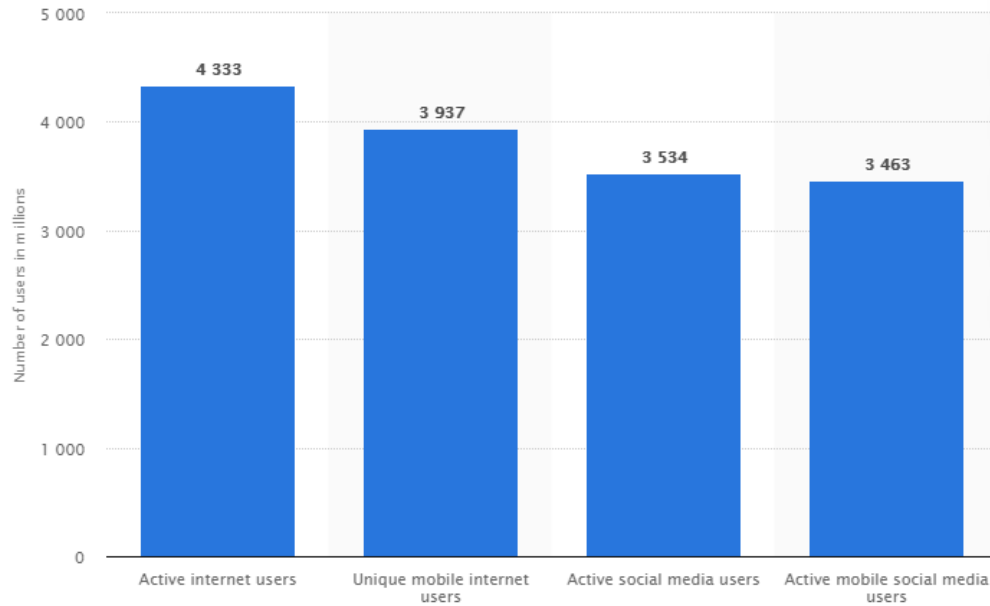
In compliance with ACCME Guidelines, I hereby declare:

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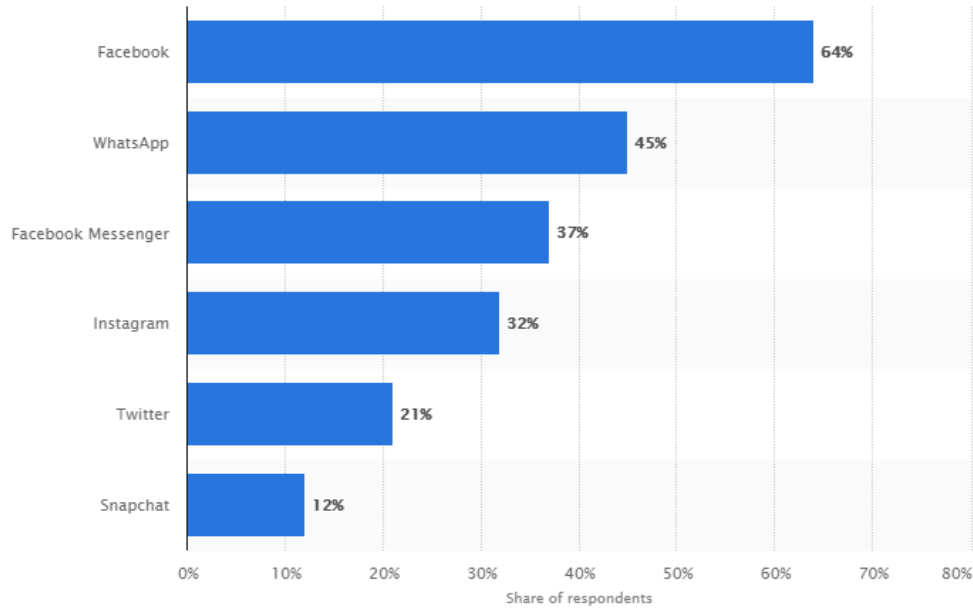
Piotr Sawicki, Head of Clinical Trials Department Medical Center CMP



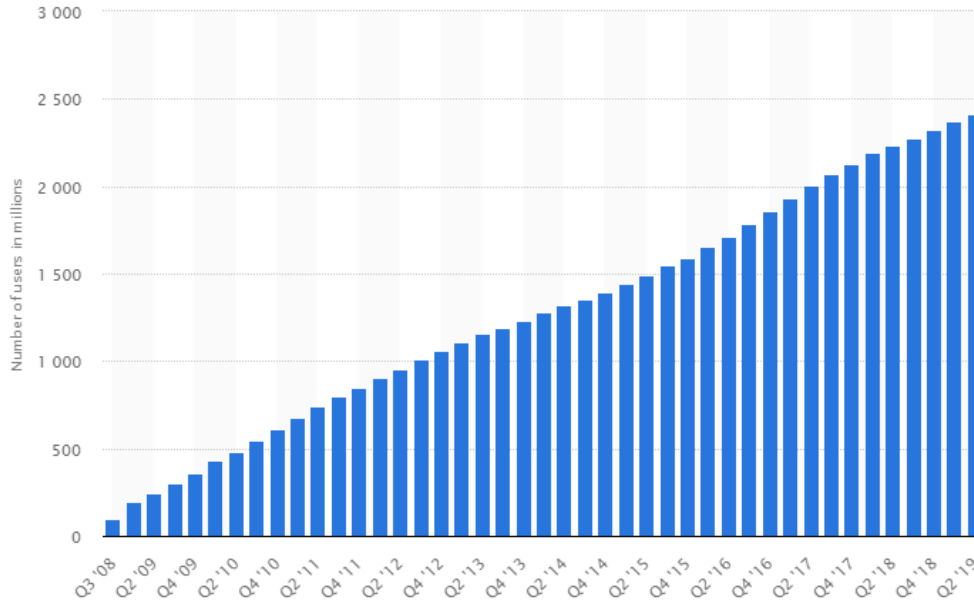
Websites and applications that enable users to create and share content or to participate in social networking



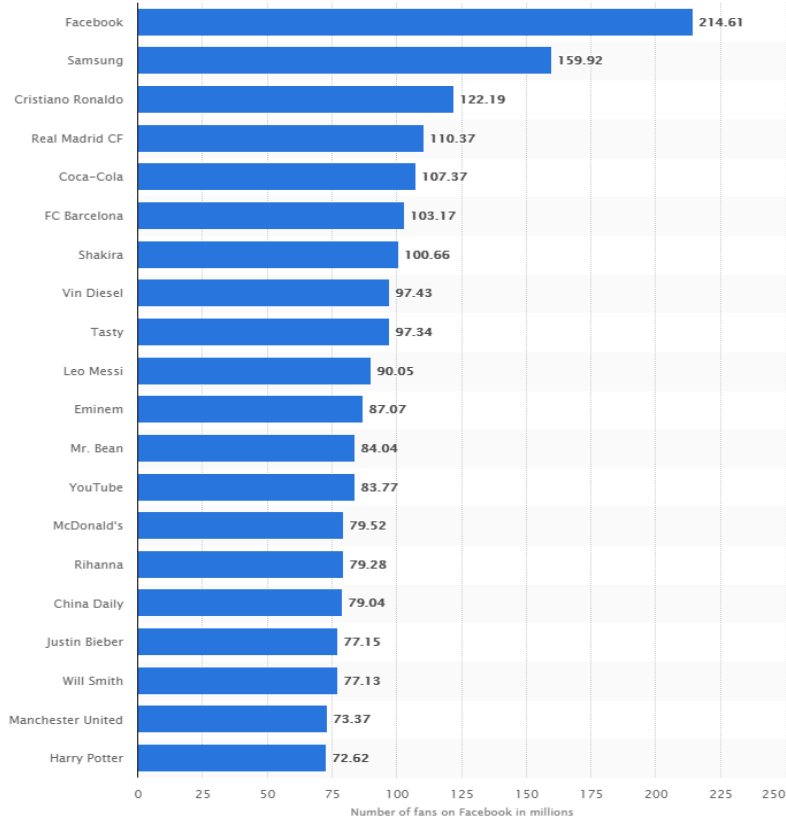
Global digital population as of July 2019 *(in millions)*



Global active usage penetration
of leading social networks as of
September 2019



Number of monthly active Facebook users worldwide as of 2nd quarter 2019
(in millions)



Most popular Facebook fan pages as of September 2019, based on number of fans (*in millions*)



Social Media in Clinical Trials

- Connect
- Share
- Engage

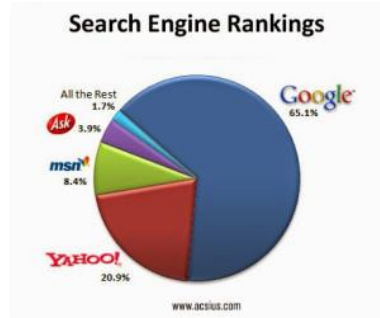
- Qualify – Recruit

WWW: Your Brand's Central Hub







You need a website to have full control of your online brand and build your credibility.

You should have a social media presence to boost your brand exposure and reach out to your customers.



Web sites are optimized for Search Engines

Social Media are not optimized

	FACEBOOK FANS	SITE VISITORS (MO.)
	19,800,000	1,800,000
	22,700,000	270,000
	16,900,000	290,000
	8,000,000	325,000

Social Media is Like the Wild West – You are NOT in Control

You control who you want to reach out to



- Strict advertising requirements
- Approval needed for all advertisements
- Do not promise
- Do not present now and better
- Do not show body parts
- Do not share grammar mistakes
- Keep your posting according to local regulatory requirements
- Use wording and style proper for audience

< 🔍 Ciekawe Badania ➡

[Strona główna](#) [Recenzje](#) [Zdjęcia](#) [Posty](#)

 **Ciekawe Badania** piątek o 20:29 · 🌐

👉 Za czas poświęcony udziałowi w badaniu przewidziana jest rekompensata finansowa w kwocie... [Zobacz więcej](#)



**NOWE BADANIE
DLA ZDROWYCH!**

 MTZ
CLINICAL
RESEARCH



X < ciekawebadania.pl > ...

 MTZ
CLINICAL
RESEARCH

ZAREJESTRUJ SIĘ
I WEŹ UDZIAŁ W BADANIU!

1. 2. 3. 4.

zdrowi / 18-55 lat / listopad-
grudzień



ZDROWI / 18-55 LAT / LISTOPAD-
GRUDZIEŃ

Challenge in communication



New local research of heart health are starting. Free of charge local physician care without waiting in lines is available

**Hidden information,
miscommunication**

× ← [www.scrs.org](#) → ...

Zacznijmy, aby dowiedzieć się, które badanie jest dla Pana/Pani odpowiednie!

Osoby, które zakwalifikują się do badania mogą otrzymać*:

- Zwrot kosztów podróży
- Bezpłatna, związana z badaniem opieka (miejscowych) lekarzy specjalistów bez konieczności oczekiwania w kolejce
- Bezpłatny lek badany

Jaka jest Pana/Pani data urodzenia?

*

Dzień:

Miesiąc:

Rok:

Let's start to learn which study is suitable for you

Qualified persons may receive:

- Journey cost reimbursement
- Free of charge local physicians care
- Free of charge reserach drug

- What is your date of birth?

Costs, journey, research drug, personal data request



Andrzej

Thank you I do not know how long I will leave. I preffere to handle in my current state

Bogusław

Lab rats


Renata

Strange company. You give all your data and agree for processingthan you receive answer that you are not qualified

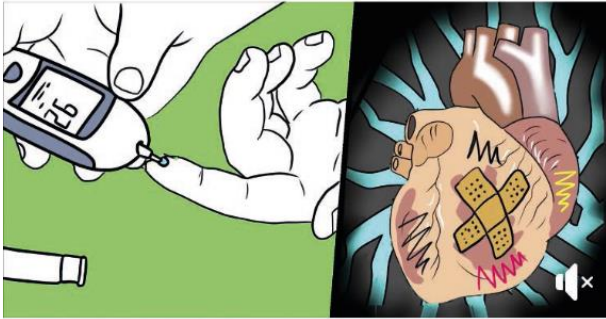
Kazimierz

Once they will check how my blood preassure may increase after free of chargé cogniac dose, I will volunteer

No answers or comments from advertised company


Healthy Living Local
 Sponsorowane · 🌐

Hey Warszawa..... We are looking for volunteers to take part in a new breakthrough Diabetes and Heart Health Trial! No insurance needed, and receive up to \$750 to participate.



[Wyślij wniosek](#)

Breakthrough Diabetes and Heart Health Trial

Misscommunication in wording
 Promise of payment - not approved by local regulations

Misscommunication in wording
 Promise of payment
 Photo not matching to country of advertisement

On going recruitment for trials related to diabetes/fatty liver disease. Reimbursement of journey costs


New Options for Diabetes
 Sponsorowane · 🌐

Trwa rekrutacja do badań dotyczących cukrzycy / stłuszczeniowej choroby wątroby. Zwrot kosztów podróży.



[Więcej informacji](#)

Cukrzyca typu 2 często towarzyszy bezobjawowa...

 **Pratia**
24 września · 🌐

🌿 **Miastenia gravis - męczliwość mięśni - postać uogólniona.** 🌿
Centrum Medyczne w Warszawie Pratia prowadzi konsultacje lekarskie dla pacjentów ze zdiagnozowaną miastenią gravis - chorobą charakteryzującą się osłabieniem i męczliwością mięśni.

✉️ Napisz do nas wiadomość lub
☎️ Zadzwoń: 32 746 25 00 | 502 278 782.



  Wojtek Szczepanik i 8 innych użytkowników

9 udostępnień

Mastemia gravis – muscle weakness

Medical Center Pratia provides medical consultation for patients with diagnosed mastemia gravis –

**Direct Communication
Call to action – connection**



DO's

- Build Social Media Strategy
- Know your audience
- Stay transparent
- Engage not inform
- Follow regulatory requirements
- Stay active
- Use Live Options
- Ask questions
- ROI



DONT'S

- Do not hide information
- Do not spam with offers
- Do not request from followers
- Do not ignore

Disease related discussion forums

← → ↻ 🏠 🔒 https://www.crohnscolitiscommunity.org/crohns-colitis-forum 📄 ⋮ 📌 ⭐ ⏴ ⏵ 🗑️ 📄 📄 📄 📄 📄 ☰

Pierwsze kroki CRM

**CROHN'S
& COLITIS**
FOUNDATION

ALL ▾ Search 🔍

REGISTER

LOG IN

Home Our Stories **Community Forum** Online Support Group Expert Q&A Resources

Community Forum

Have a question, or want to share your own tips and experiences?
Join the discussion in the community forum. You must be registered
to participate. Our forums are moderated by Crohn's & Colitis
Foundation staff to facilitate a safe environment.

[COMMUNITY HOME](#) / [COMMUNITY FORUM](#)

[RULES](#)

FORUMS

[Newly Diagnosed](#)

[Managing Symptoms](#)

LATEST POSTS

Thu, November 14, 2019 9:33 PM
By cyescas

Sun, November 17, 2019 10:12 AM
By Tyrymarie

Maintain engagement

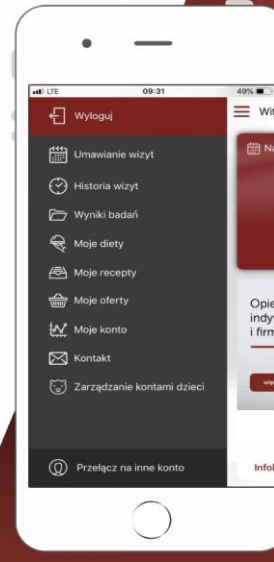
Panel logowania



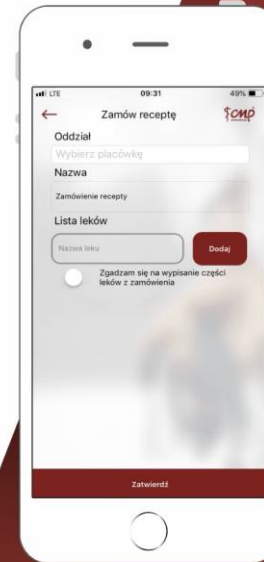
Widok profilu Pacjenta



Menu główne



Zamawianie recept



MEDICAL RESEARCH



To advertise, call Stephanie Frank at 617-338-6731 or email stephanie.frank@metro.us

Paid Medical Research



Drink alcohol and watch TV Research Volunteers needed

- Researchers at Boston Medical Center are testing the effects of a medication on drinking alcohol and alcohol craving
- If your age is 21-55 and you drink regularly you may qualify
- Participants will have access to streaming media while drinking (e.g YouTube, HBOgo, Netflix)
- Compensation will be provided to qualified subjects

For more information please call

THANK YOU