

Rx COMPLIANCE REPORT

EXCLUSIVELY DEVOTED TO PHARMACEUTICAL
SALES AND MARKETING COMPLIANCE

Social media

Addressing the disconnect between Regulatory and Marketing

A survey conducted at the CBI's social media conference last month found that regulatory and marketing professionals strongly believe that aligning their objectives early in the development of promotional campaigns would save time later in the process.

Regulation of social marketing materials and outreach caused the greatest stress between marketing and regulatory professionals, an area with the least consensus on applicable regulatory policies.

According to the survey, alignment between the two professions is present during review of sales promotion and advertising materials. However, misalignment grows with public relations tactics.

According to **Ilyssa Levins**, president of the Center for Communication Compliance in New York, one clear challenge facing companies in this area is how to align public relations and regulatory in this highly regulated era. Levins offers these three steps:

1. Become familiar with one another's tools of the trade. "Regulatory professionals need to understand the tactical mix employed by marketing professionals," says Levins. Marketers should train and take a test to confirm their mastery of the basic regulations, she says.

2. Hold an induction meeting to align philosophies and objectives. According to Levins, alignment meetings ground everyone on the issue of risk tolerance and engage regulatory professionals in the development of strategy before the tactics are submitted to the promotional review committee

Digital footage generated the greatest disagreement between regulatory and marketing followed by media tours and press releases. Advisory board meetings generated the greatest disagreements between marketing and regulatory, followed by speaker's bureaus and slide kits for promotional medical education tactics.

Interestingly, nearly one-third of respondents indicated that even when new guidance on the use of social media is issued, they may not take advantage of this medium. The remaining two-thirds said the new guidance would likely lead them to use social media more aggressively.

3. Always remember that it's about patient care. Finally, she says, all parties should ask two simple questions:

- Are my actions really intended to ensure that those who will benefit from the drug according to the current approved labeling are the intended audience?
- Am I presenting this audience with the balanced information they need to make an informed decision, because every product has risks? ■

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