

#HCPs: WHY SOCIAL LISTENING MATTERS

BEFORE YOU CAN JOIN THE CONVERSATION, YOU HAVE TO UNDERSTAND IT

If you're like the overwhelming majority of recently surveyed pharma marketers, chances are there's social media spend in your budget.¹ Like the rest of us, healthcare providers (HCPs) turn to social media to seek, share, and form opinions. In fact, in a survey by Sermo and LiveWorld, 57% of US-based physicians said they had changed their perception about a medication or treatment based on social media content.¹

In turn, the rise of the HCP digital opinion leader (DOL) has become a well-established social media presence, further expanding the reach of peer-to-peer and peer-to-patient medical messaging far beyond the traditional walls of the congress or the clinic.

Just who are these DOLs, how does their social presence impact peers, and how can pharma marketers join the conversation?

GET IN ON THE (RIGHT) CONVERSATION

At Avant Healthcare, we've decoded the role of medical education DOLs within the digital and social space and what they can mean for our pharmaceutical partners. Through our DOL identification and engagement initiatives, we've developed a suite of services that enable us to find the most critical DOLs driving reach and engagement of medical messaging on social media.

What's more, we've moved beyond just understanding who drives engagement to also being able to discern deep insights on the entirety of the HCP social landscape to maximize the positioning and social reach of our partners' brands.

This depth of insight is key because in order for pharma marketers to join a social conversation authentically, they have to *understand* that conversation. They need to know what are the most talked about topics in their space, what and who drives conversations, and how this impacts HCP social behavior.

As we worked on these initiatives, we've developed tools that enable us to precisely monitor ongoing DOL social activity, as well as keywords and hashtags, to help pharma marketers understand the impact of their social initiatives and increase their effectiveness. In the process, we learned that it's not enough to listen in with one "ear." You need two.



SOCIAL LISTENING IN STEREO

For social listening and insight generation, we use two complementary methods: **social monitoring**, which provides descriptive data, and **natural language processing (NLP)** analysis, which helps us better understand trends.

Social monitoring enables us to capture large but very precise datasets consisting of the social conversation across multiple social and news sites, but it's primarily comprised of data from X (formerly known as Twitter) due to the openness of X's API compared to other social media platforms.

The process begins with a well-designed query that enables us to cut through the noise of the chatter and precisely dial in on the parts of the conversation that matter to our partners, regardless of their strategic objectives.

Once we've designed the query, we utilize our proprietary software stack that's designed to extract the results of the query and build a dataset and dashboard used for analysis and reporting. This enables us to monitor and analyze every aspect of the conversation and create reports tailored to our partner's specific needs. The platform is scalable, allowing us to drive key insights over time and understand the main drivers of conversation, their reach, and mechanisms of engagement.

While these descriptive data are powerful, they do not necessarily address the underlying reasons that are driving conversations in the social space. To maximize the value of social listening for our partners, we have teamed up with [Relevant Insight](#) to fully understand the "why" behind trends in social.

Relative Insight provides comparative text analytics software that helps organizations generate actionable insights from text data. Its platform combines AI-powered natural language processing with advanced comparative linguistics to analyze, quantify, and visualize any source of text data. This helps brands, agencies, and organizations across multiple sectors derive an enhanced contextual understanding of target audiences, competitors, and trends.

By applying Relative Insight's unique comparative methodology, **we can quantify which topics, words, phrases, grammar, and emotions are more prominent in text data sets**, helping our clients to understand not only what different groups are saying, but also why.

To demonstrate the breadth and depth of our capabilities, we used the social conversation around the ASCO 2023 congress as a case study.



CASE STUDY: #ASCO23

In early June 2023, over 40,000 gathered for ASCO 2023, the world’s largest conference for solid cancer specialists. With so many oncology experts, physicians, and other stakeholders brought together for a single event, ASCO offered a fantastic opportunity to gather key insights from the social media activity surrounding the event.

For ASCO 2023, we wanted to find out:

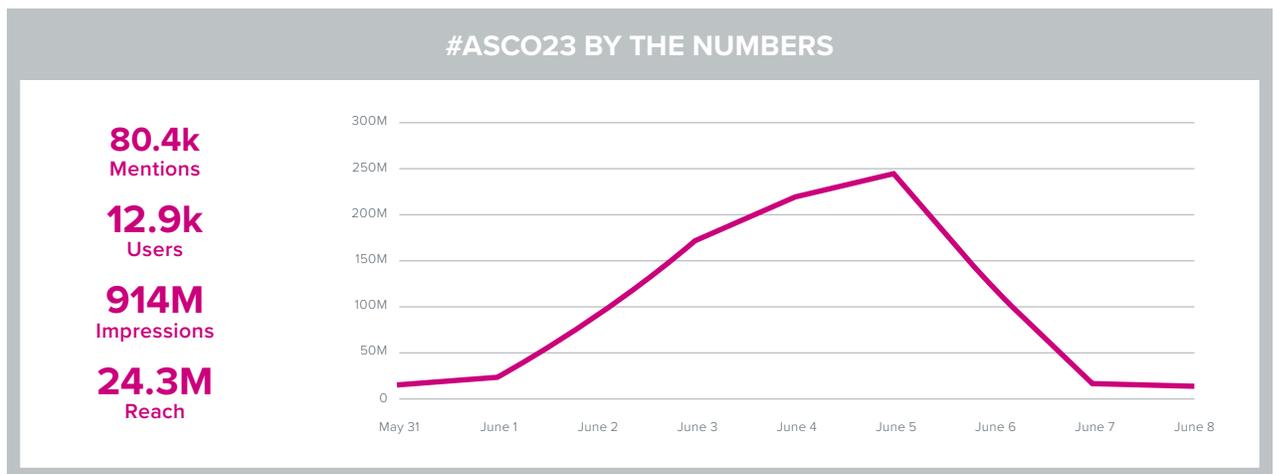
- What were the most talked about topics?
- What topics drove engagement?
- Who were the major drivers of conversation?
- How did HCP social behavior differ from others?

Our findings revealed firsthand the growing role that social plays among HCPs and how it encourages engagement across disciplines and geography.

MILLIONS ARE IN ON THE #ASCO23 CONVERSATION

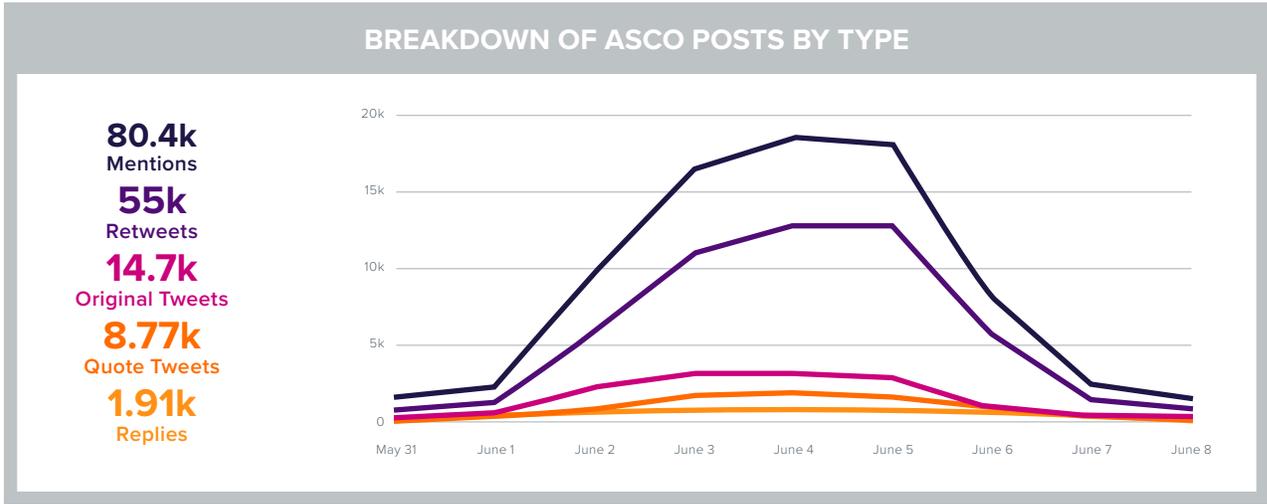
From May 31, 2023, through June 8, 2023, we listened in on ASCO-related social activity. With the listening period running from two days prior to ASCO’s start to two days after its close, we could pick up social chatter before, during, and after the congress.

Overall, there were a total of 80,400 total ASCO-related posts by 12,900 users. These posts were viewed by approximately 24.3 million users.



Of these 80,400 posts, approximately 18%, or about 3,300 posts, were original content. The remaining posts were a combination of reposts and replies to original content.

With this kind of social reach at ASCO, it’s easy to imagine how a pharma marketer could amplify their brand’s social reach and HCP engagement if they bring the right message to the right social conversation.

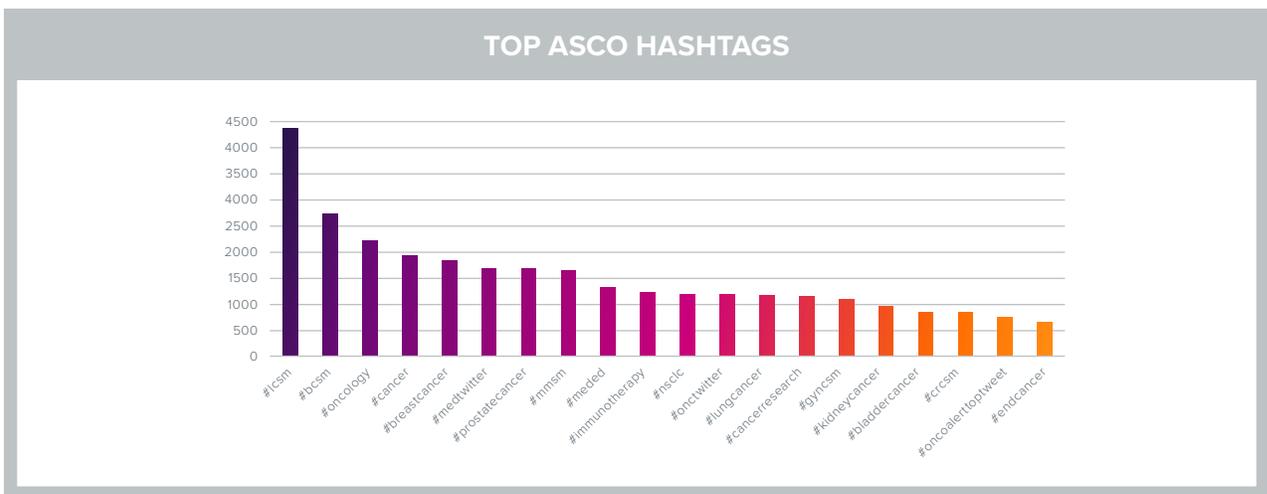


HASHTAGS SPEAK TO KEY COMMUNITIES

The theme of ASCO 2023 was “Partner with Patients,” and this theme was consistent with the results of the social conversation, as “patients” were the predominant term within the conversation. This suggests ASCO was successful in bringing its theme to the social space.



Lung cancer was the largest therapeutic area represented in the social conversation. Hashtag usage among the most represented therapeutic areas reflects a strong community utilizing the “#sm” (social media) for each therapeutic area. This is reflected by the strong presence of the “#lscsm” (“lung cancer social media”) and “#bcsm” (“breast cancer social media”) communities.



HCPs: RIGHT BACK @ YOU

During ASCO, HCPs were significantly more likely to use tagging, or “@ mentions,” than non-HCPs. Also, another important trend emerged: “@oncoalert.” A non-profit NGO, Oncoalert is a worldwide network of oncology professionals and patient advocates. It’s a powerful voice in the HCP social conversation, and it represents a distinct node of activity. Employing “@oncoalert” in social activity targeted at HCPs is a method of driving the correct viewership toward content.

Other notable mentions included Toni Choueiri, MD (@DrChoueiri), particularly when focusing on genitourinary oncology, and @NEJM. *The New England Journal of Medicine* was also responsible for the most retweeted post at ASCO, suggesting a strong source to mention for social content.

One other incredibly strong “@ mention” focused on “@HemOncWomenDocs” – the Hematology & Oncology Women Physicians Group, or HOWPG, which had a strong presence in the HCP conversation and represents another opportunity to focus on equity and diversity content in social tactics.

ASCO is also a strong career development opportunity for HCPs, and this is reflected in the social conversation. Career development opportunities were 10.3 times more likely to be mentioned by HCPs as opposed to non-HCPs. This represents another opportunity for pharma to engage with HCPs.

WHAT DROVE ENGAGEMENT?

There’s more to successful social posting than just strong content. How a post is constructed is also critical to driving engagement. Including hashtags and URLs in posts were significantly more likely to lead to high engagement. **At ASCO, the use of URLs in content increased engagement by 30%, and hashtags, particularly medical hashtags, such as those mentioned on the previous page, led to up to seven times more engagement!** This is best evidenced by the top reposts at ASCO listed below.

ASCO'S TOP REPOSTS

<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p>NEJM • NEJM Jun 4, 08:05 AM</p> </div> </div> <p>Late breaking at #asco23 : Mutations in isocitrate dehydrogenase 1 or 2 are common in low-grade glioma. The IDH inhibitor vorasidenib</p> <div style="display: flex; justify-content: space-between; font-size: 8px;"> 930k Reach 222 Retweets </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p>Oncology Brothers • Oncolo... Jun 2, 07:29 PM</p> </div> </div> <p>Day 1 #asco23 Highlights: 1. #NATALEE: Adj #ribociclib HR+ breast Ca 2. MONARCHE: Adj #abemaciclib update 3. #ATTRACTION5: Adj Gastric Ca 4.</p> <div style="display: flex; justify-content: space-between; font-size: 8px;"> 7.88k Reach 159 Retweets </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p>Yakup Ergun • Yakup Ergun Jun 5, 03:23 PM</p> </div> </div> <p>#asco23 D-TORCH: Topical diclofenac in prevention of hand-foot syndrome in pts receiving capecitabine 🚫 Topical diclofenac is effective in</p> <div style="display: flex; justify-content: space-between; font-size: 8px;"> 1.11k Reach 145 Retweets </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p>Pastoon Kasi MD, MS • Pa... Jun 2, 07:18 AM</p> </div> </div> <p>Amplify-201 ELI-002 Who'd have thought the letters 📧 after KRAS 🦋 would matter! #asco23 @OncoAlert👉 https://t.co/yOvZBBoZdKhttps://t.co/</p> <div style="display: flex; justify-content: space-between; font-size: 8px;"> 14.6k Reach 123 Retweets </div>
<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p>Eric Topol • Eric Topol Jun 4, 03:11 PM</p> </div> </div> <p>finding is and how long it's taken to get here. This shows an unequivocal, highly significant improvement in survival."—@n8pennell #asco2023...</p> <div style="display: flex; justify-content: space-between; font-size: 8px;"> 688k Reach 112 Retweets </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p>Krishan Jethwa • Krishan Je... Jun 5, 03:25 PM</p> </div> </div> <p>advanced rectal cancer ✅ 5-year organ preservation: 54% vs 39% Fantastic update by @Jcj84Jeremy!! #asco23 @OncoAlerthttps://t.co/28b9BWXAS8</p> <div style="display: flex; justify-content: space-between; font-size: 8px;"> 1.37k Reach 110 Retweets </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p>Toni Choueiri, MD • Toni Ch... Jun 5, 12:45 PM</p> </div> </div> <p>1/ Results from #CONTACT03 are out both @ASCO #asco23 and @TheLancet . The 1☐st phase 3 trial to assess the efficacy of rechallenge with</p> <div style="display: flex; justify-content: space-between; font-size: 8px;"> 30.9k Reach 106 Retweets </div>	<div style="display: flex; justify-content: space-between; align-items: center;"> <div> <p>Janet Freeman-Daily • Janet... Jun 2, 07:41 PM</p> </div> </div> <p>of cancers, let's highlight current biomarker patient groups. They have a wealth of lived experience. #asco23 #LCSMhttps://t.co/jk6EO7mDmN</p> <div style="display: flex; justify-content: space-between; font-size: 8px;"> 5.75k Reach 104 Retweets </div>

SOCIAL BUTTERFLIES: ASCO'S MOST ACTIVE HCPs

Our research found the most socially active HCPs came from diverse places, specialties, and practice types. However, as evidenced by the extent of their activity, all are deeply committed to their social activity, particularly during major congresses such as ASCO. Their engagement also represents a lucrative opportunity for pharma marketers. The AVE, a measure of “average value expected” based on exposure, can reach into the hundreds of thousands of dollars. This indicates a major opportunity for marketers to engage with the right HCPs at major events and throughout the year.

AVE NUMBERS AT ASCO

Handles	Count of Influencer	Sum of Reach	Sum of Engagement	Sum of AVE
@ArmandoFelix70	1420	608524		\$5,630.18
@GlopesMd	856	32341973	2135	\$299,162.10
@crisbergerot	799	5640871	1316	\$52,177.97
@renohemonc	559	1514587	524	\$14,010.43
@DrYukselUrun	467	1933446	2294	\$17,884.50
@cparkmd	441	6951380	482	\$64,299.77
@CharuAggarwalMD	364	3694964	3777	\$34,178.30
@RahulBanerjeeMD	333	2044330	295	\$18,910.16
@suyogcancer	317	474063	1413	\$4,385.09
@nycdoc29	311	234769	33	\$2,171.58
@M_Khettab	303	239574		\$2,216.23
@pgrivasmdphd	272	3964596	1147	\$36,672.56
@mtmdphd	266	6126472	565	\$56,669.83
@NarjustFlorezMD	242	5268576	3729	\$48,734.42
@hirokane05	227	13896		\$127.61
@hadidisamer	226	748603	1124	\$6,924.73
@montypal	225	3839964	1983	\$35,519.58
@weoncologists	224	3616963	84	\$33,456.99
@tiansterzhang	213	1468034	2597	\$13,579.37
@zklaassen_md	211	655402	850	\$6,062.61

RETURN ON ENGAGEMENT

As digital engagement continues to grow, pharma marketers need to utilize all available tools to understand the social landscape, as well as the HCP and stakeholder behaviors within it. At Avant, we found ASCO social listening provided an ideal opportunity to gain greater insight into how HCPs are engaging on social platforms—and discover more opportunities where pharma marketers can join the conversation. By identifying key HCP behaviors, we learn how we can help our pharma clients drive further social engagement, reach, and ultimately a stronger ROI on social spend.

While ASCO 2023 demonstrated the immense amount of insight and value that can be brought to maximize social spend, our platform is fully scalable and can be designed to drive any strategic objectives involving social and is only limited by our imaginations.

When pharma marketers consider how to spend their social media dollars, it's important to know that tools are available to help ensure they're invested wisely. At Avant, we've developed social listening tools that can enable brands to precisely know which HCPs are on social, what messages matter to them, and how to craft a message with the right content, hashtags, and mentions to drive engagement. By understanding HCP social conversations on a deeper level, we can give brands the ability to shape the conversation for higher #ReturnOnEngagement.

References

1. "Survey Finds 57% of U.S. Physicians Have Changed Their Perception of a Medication as a Result of Info on Social Media," Business Wire, February 15, 2023, <https://www.businesswire.com/news/home/20230215005061/en/Survey-Finds-57-of-U.S.-Physicians-Have-Changed-Their-Perception-of-a-Medication-as-a-Result-of-Info-on-Social-Media> (accessed August 10, 2023)

Are you looking to improve social engagement by identifying key HCP behaviors? Let's talk.

Avant Healthcare™ develops breakthrough medical education for breakthrough medicines. We are a medical and marketing communications agency partnering with pharmaceutical, biotechnology, and diagnostic clients to engage and educate healthcare professionals.

AVANTHCSM



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