



An HCL Technologies Company

Monitoring, Identifying and Triaging Adverse Events (AEs) and Product Quality Complaints (PQCs) on Social Media

Anywhere a comment can be made, eyes are on that page scouring for potential adverse events and compliance issues.

The Challenge:

Ensure Regulatory Compliance on Social Media Properties with a Comprehensive Social Moderation Initiative

A global Top 5 pharmaceutical company wanted to actively participate on social media platforms, but understood they needed compliant processes in place to ensure they uncover any and all adverse events posted to their social pages. In order to focus their efforts on content strategy, the client needed a proven social moderation solution.

The scope of the social media compliance initiative needed to extend beyond identification of adverse events and include detection of product quality complaints, privacy concerns, and potential legal issues.

Most importantly, they needed assurance that all adverse events would be identified fast enough to file within the FDA-regulated 24-hour time frame.

In search of a partner with experience in both adverse event monitoring and social media moderation, they turned to C3i Solutions to lead their comprehensive social compliance initiative.

The Solution:

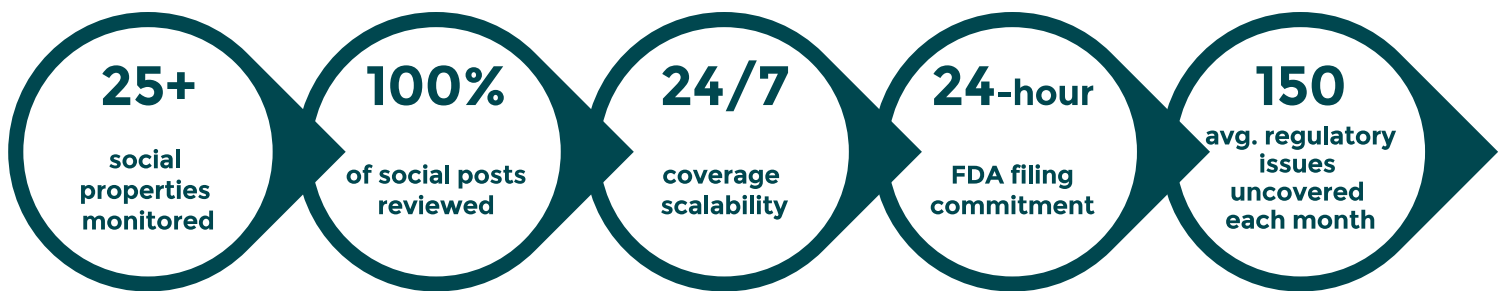
Adverse Event Monitoring Process





- ✓ The critical first steps in developing the client's social compliance initiative was configuring technology and designing moderation processes to identify, evaluate and triage potential adverse events and critical compliance issues.
- ✓ 100% of posts are reviewed by a team of highly trained social media specialists - experienced in both patient interaction as well as adverse event detection.
- ✓ Our approach is comprehensive: every social channel is monitored daily, spanning over 25 social sources including Facebook, LinkedIn, Twitter pages, YouTube channels, blogs, and even iTunes and Google Play accounts. Anywhere a comment can be made, eyes are on that page scouring for potential adverse events and compliance issues.

The Result:



Best in Class Monitoring Process

The C3i Solutions team utilizes a combination of automated technology and trained Social Media Specialists to identify and evaluate all potential AEs and PQCs posted on the client's social properties.

Scalability

The client retains the flexibility to scale support up to 24 x 7 coverage of page moderation to manage high volumes – actual experience has shown the number of AEs, PQCs and legal concerns may triple when there is promoted content.

Time-Critical Escalation Procedures

All potential adverse events are identified, evaluated by a team member and escalated to client contacts all in less than 24 hours in order to comply with FDA filing requirements.

Regulatory Compliance

The client fills a critical gap in their safety and compliance initiative by utilizing C3i Solutions's services to uncover an average of 150 regulatory issues each month – 99% of which are potential adverse events, with the remaining filed items being product quality complaints, privacy issues or legal threats.

Reaching Key Objectives

Corporate, brand and marketing teams can focus their social media efforts on content and community management to drive business objectives, without fear of unintended risk.

C3i Solutions, an HCL Technologies company, is a multi- channel customer engagement services provider, specializing in global, high-touch consumer, patient and end user engagement. www.c3isolutions.com