

Pharma Social Customer Care:

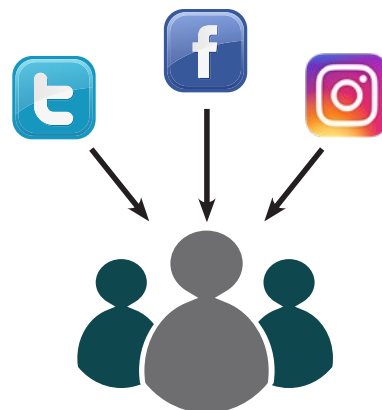
A Guide for Successful & Compliant Engagement



An HCL Technologies Company

Best-in-Class Pharma Social Customer Care

What follows is a guide on how Pharmaceutical companies can respond to those who contact them on social media, based on the principles of **regulatory compliance**, **customer care** and **responsible planning**.



Customer care is social.

Regulation and Compliance

We know that Pharma can't respond to every kind of post due to regulations. It's crucial to build policies and processes that ensure compliant listening and engagement.

Still, there are plenty of opportunities to help customers. As an industry we can do better to **make customers feel important**, show that we **care**, and help **improve outcomes**, **promote wellness** and **save lives**.

When You Can Engage...

Brighten the customer's experience. Make it **memorable** and **enjoyable**.

Surprise and **delight** the customer with interactions that **go beyond** just the product, the brand, or the issue.

Take advantage of Social Media's ability to share useful non-promotional links and appropriately-entertaining and instructional pictures, gifs, and other enlivening media. Aim to make the entire experience one that sets the benchmark for the customer's expectations of social customer care.

Social Customer Care Engagement:

Checklists for Success

Comply with Regulations

- ✓ Continuously monitor, identify, acknowledge, and triage/report AEs, PQCs and Privacy Violations
- ✓ Apply expertise in the nuances of how AEs/PQCs arise in social media as compared to traditional channels
- ✓ Remain on-label
- ✓ Link to PI as appropriate
- ✓ Do not solicit off-label questions or comments from consumers
- ✓ Refer consumers to their physicians for off-label inquiries/comments and medical advice
- ✓ Moderate product and brand mentions in an unbranded owned property/discussion
- ✓ Remember that we're engaging customers on social media to help, not promote

Provide the Right Information

- ✓ Listen to the customer
- ✓ Provide correct answer to the customer's on-label question
- ✓ Ask if you were – or can be – of assistance
- ✓ Provide options and education when appropriate
- ✓ Include non-promotional links to relevant information when beneficial to the customer's experience
- ✓ Determine if issue was resolved

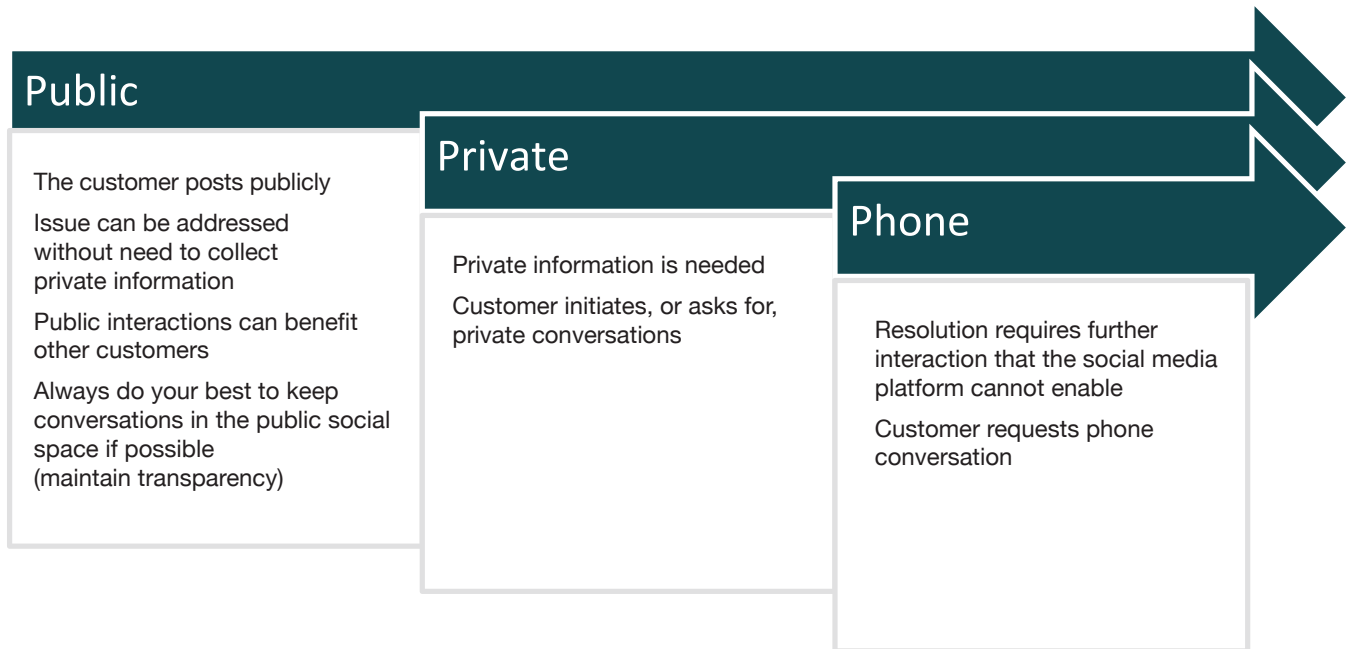
Establish Emotional Connection

- ✓ Greet the customer and acknowledge the customer's expression of emotion (without implying guilt)
- ✓ Personalize engagements using your first name (and last initial if Legal approves)
- ✓ Refrain from engagement with negative or argumentative tones, words, emoticons or emojis
- ✓ Mirror positive, neutral, or professional tones of customer
- ✓ Display empathy when needed
- ✓ Use emoticons, emojis, pictures, and/or gifs properly when appropriate
- ✓ Use reaction buttons appropriately (e.g. general comments related to unbranded content)
- ✓ Avoid reaction buttons that signal promotion or endorsement of a product
- ✓ If a response requires internal research, let the consumer know that a response will be forthcoming (i.e. don't let the customer think they're being ignored)
- ✓ Close the conversation in a positive tone and thank the customer after the issue is resolved.

Ensure Technical Proficiency

- ✓ Indicate first name and last initial at end of the response
- ✓ Be the same agent who completes each response to a customer if possible (within one thread/transaction/post)
- ✓ Handle questions in customer's medium-of-choice when logically or reasonably feasible
- ✓ Respond in a timely manner
- ✓ Project the brand or corporate voice in a consistent and human manner
- ✓ Use proper grammar and correct spelling

When to go to Private Conversation or Traditional Media




Moderation

- Ensure the community follows the posted community guidelines
- Recognize that even though frustrated customers with legitimate complaints might express anger, they still may deserve a response to their question or concern. Judge the situation and decide on how best to handle it
- Your safety and the safety of the community comes first (escalate threats of violence to the designated point-of-contact)
- Provide customers with choices as appropriate when transitioning from public to private messages or the phone

Sample Interaction Guidelines

Type	Example	Guidelines
Inquiry	<ul style="list-style-type: none"> Product Specific (on label): Indication, usage, formulation, dosage, storage/expiry, ingredients, safety information, etc. 	<ul style="list-style-type: none"> Respond with on-label information Refer and link to PI (apply fair and balanced rules) Refer consumer to his/her physician if inquiry also includes seeking medical advice Link to approved instructional material (e.g. video) when appropriate Avoid reaction buttons that signal off-label endorsement/promotion
	<ul style="list-style-type: none"> Patient Assistance Patient Support Programs Insurance Coverage 	<ul style="list-style-type: none"> Acknowledge and thank the consumer for the inquiry and provide the relevant assistance/program information and link For insurance coverage, acknowledge inquiry and refer to insurance provider
Complaint	<ul style="list-style-type: none"> Adverse Event, Product Quality Complaint, and Privacy Violations 	<ul style="list-style-type: none"> Publicly acknowledge and respond with a request to move conversation to a private channel (within medium or via the phone for intake)
Praise	<ul style="list-style-type: none"> Unbranded initiatives (e.g. disease state or wellness community) 	<ul style="list-style-type: none"> Acknowledge and thank consumer Welcome further participation
General	<ul style="list-style-type: none"> Sharing of experience (not AE/PQC) 	<ul style="list-style-type: none"> Thank the consumer for sharing their experience and reinforce the value of participating in the community
Moderation <i>Parenthesis indicates action – Hide/delete on Facebook or owned/controlled property with ability to hide/delete</i>	<ul style="list-style-type: none"> Threat of Violence (Hide) Threat to go to media / regulatory body Explicit Language (Hide) Racist Remarks (Hide) Spam (Delete) Personally Identifiable Information (Hide/ Delete if post includes more PI than public profile on the property) 	<ul style="list-style-type: none"> Immediately escalate threats of violence per protocol (and hide/delete) Gauge situation for threats to go to media or regulatory body: hiding or deleting could spur further reaction if revealed Do not engage with racist, sexist, and other abusive behavior (and hide/delete)

Planning and Execution Guidelines for Pharma Social Media



Establish objectives (e.g. complement product launches, provide customer care on branded properties, or support unbranded wellness/disease state initiatives)

Identify key internal and external team members needed in the planning and execution stages

Determine scope of engagement

Develop and implement AE/PQC identification and triaging policies and procedures

Develop Rules-of-Engagement (who handles what kinds of posts)

Develop Escalation Criteria and Communication protocols (e.g. critical posts, viral events, crises, etc.)

Establish Approval Processes for unique circumstances

Decide on operational KPIs (response times, handle times) and other reporting KPIs (e.g. number of AEs/PQCs, types of posts, topics, brand/product mentions, etc.)

Establish community guidelines

Train staff on program objectives, workflows, technology, response library, tone, and voice

Go Live

Monitor and evaluate performance utilizing KPIs and quality standards

Adjust course as needed, apply insights, identify new opportunities, and expand objectives

Social Media Monitoring and Engagement supported by:



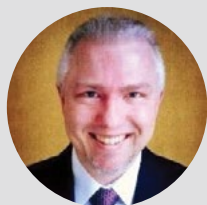
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C3i Solutions delivers a unique customer support model built on a foundation of proprietary monitoring techniques and expert interaction by trained Social Customer Care Specialists. It's structured to take social customer care to the next level with the following core components:

- On-site HCP and Pharmacovigilance experience to support Pharma Social Media monitoring and engagement strategies
- Experience with top 25 Pharmaceutical companies
- Multi-channel customer care expertise
- Trained social customer care specialists
- Operationalized social processes to deliver and track consistent interactions
- Proprietary tagging and coding technique
- Strong social media experience managing over 130 Fortune 100 brands
- Advanced partnership model designed to meet the needs of Marketing, Regulatory Boards, Customer Affairs and Brand Agencies
- Social and traditional channel insights to help drive business decisions

C3i Solutions can help you on your path to successful and compliant engagement.

Contact us to learn more.



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C3i Solutions, an HCL Technologies Company, is a business process outsourcer specializing in global, high-touch consumer, patient and end user engagement. Our network of global contact centers provides unparalleled, 24/7, multi-lingual support to customers in over 175 countries.