



# Promotion of FDA-Regulated Medical Products Using the Internet and Social Media Tools

## Bulletin News / Custom Briefings

- »» The White House, over three-quarters of US Cabinet departments and agencies, and corporate C-suites have contracted with Bulletin News to receive customized daily news briefings and media analysis services
- »» Custom Briefings, a division of Bulletin News, provides the members of major healthcare associations with the latest information on their medical specialty each morning via an email news briefing

## Custom Briefings is Important to the Healthcare Community

- » Custom Briefings has partnered with 21 major healthcare associations, ranging from the AMA to the American Psychiatric Association
- » 450,000 e-newsletters are delivered each day to healthcare providers, mostly physicians

# Custom Briefings Medical Partners

- » American Medical Association
- » American College of Cardiology
- » American College of Emergency Physicians
- » Drug Information Association
- » American College of Physician Executives
- » American College of Radiology
- » American College of Rheumatology
- » American Gastroenterological Association
- » The Endocrine Society
- » Academy of Managed Care Pharmacy
- » American Urological Association
- » American Optometric Association
- » American Psychiatric Association
- » American Society for Clinical Pathology
- » American Society of Clinical Oncology
- » American Society of Health-System Pharmacists
- » American Society of Nephrology
- » American Thoracic Society
- » American Academy of Dermatology
- » American Academy of Physician Assistants
- » National Association of Health Underwriters

# Healthcare Professionals Rely On the Information

- »» Medical associations report the briefings are a very useful communication tool for the medical community
  - » The e-newsletters provide physicians with the latest medical news from the popular press and medical journals
  - » In a recent survey, 100% of the associations reported their daily briefings keep their members “appraised of the latest developments and safety issues relating to medicine and drugs.”

## Advertising-Based Model

- » Advertising alone covers the cost of production and delivery of the daily news briefings
- » Advertising is only for the association's members, directed at healthcare professionals (including over 350,000 physicians)
- » All ads in Custom Briefings follow each association's specific advertising guidelines

## Delivering Safety Information To HCPs: Website Approach to ISI Requirements

- » Many Pharma companies are using animation and a scrolling ISI within online ads to share safety information.
  - » Scrollbar requires user interactivity or is difficult to read
- » Animation on websites is normally accomplished with 1 of 3 technologies...
  - » Embedded Adobe Flash objects that “can” be interactive.
  - » Animated GIFs which cycle through a pre-defined sequence of image frames at a defined rate
  - » Javascript based scripting that alters the HTML dynamically

# Delivering Safety Information To HCPs: The e-Newsletter Technical Issue

- » The overwhelming majority of email recipients (90%+) read their email within programs that do not support embedded objects (e.g., Adobe Flash) or Javascript.
  - » Most desktop email clients (e.g. Outlook, Outlook Express, Thunderbird) will not render these Flash objects (often showing a red "X" in their place) and will ignore Javascript code
  - » Most webmail clients (e.g. Yahoo, Gmail, AOL) will automatically strip out all embedded objects and Javascript before returning the HTML to the browser because these objects can lead to security holes (e.g. viruses, spyware, etc)
- » Result: Complex interactivity within the actual email is impossible and animation is limited to the more simplistic animated GIF technology

# Safety Information and Pharma

- »» When it comes to online safety information, and especially e-newsletters, pharma companies are operating in an environment of fear, uncertainty, and doubt
  - » Fear of not providing the safety information correctly, crossing an uncertain line and receiving warning letters from DDMAC
  - » Uncertain if the tactics they are using are in compliance
    - » There are many different creative executions, depending on the “online” environment
    - » “Scrolling/Scroll Bar ISI issue”: some scroll, some don’t scroll; some auto-scroll too fast to read; auto-scroll are ineffective if viewed in the middle of the scrolling motion; how much “real estate” should ISI take up (% of pixels)?; should the font be black on a white background, or some other color?
  - » Doubt is causing “paralysis,” especially in the email-based newsletter market, thereby reducing the sharing of safety information

## New Policies Must Be Technology Neutral

- » As Custom Briefings' daily e-news briefings are seen as an important tool for communicating the latest safety information to hundreds of thousands of physicians and other healthcare providers, we believe its very important that any new policies be technology neutral
- » ISIs and other requirements should take into consideration the technical limitations of email
- » As with print, where the ISI can be a page-turn away, appropriate connection to ISIs within email should be acceptable

## Follow Up

- » Custom Briefings will provide in writing more detailed comments and examples regarding the display of safety information in e-newsletters
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