

Should Pharma Embrace Web 2.0?

A Point-Counterpoint Interactive Discussion

Digital Pharma

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Point Counterpoint Discussion

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Definition

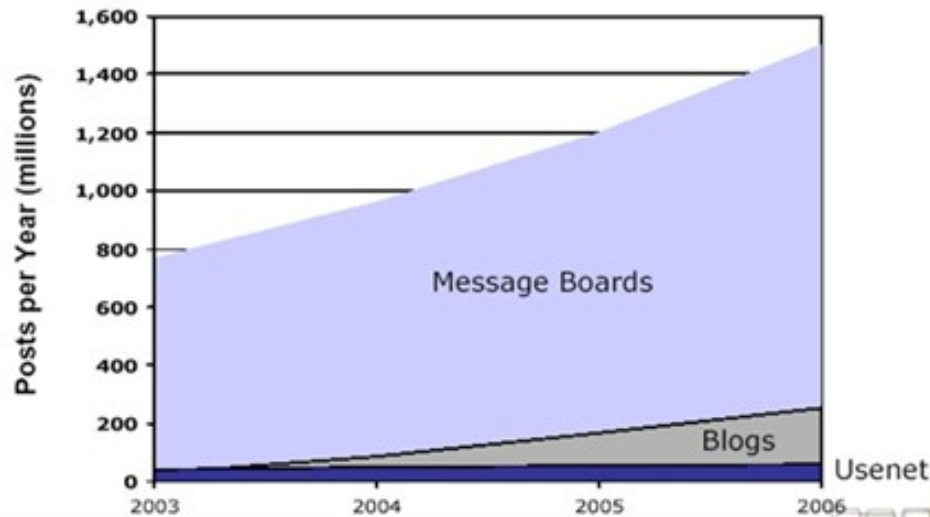
A social phenomenon embracing an approach to generating and distributing Web content itself, characterized by open communication, decentralization of authority, freedom to share and re-use, and "the market as a conversation."

Blogs, message boards, social network sites, wikis, podcasts, YouTube, etc.

User-Generated Content: The Next “New Thing”

How Big is UGC?

Over 1.2 Billion posts and growing 30% a year



Forrester Research, Inc., and IntelliSeek - 470 responses recruited from PlanetFeedback.com members

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Of the 143 million people who have used the Internet in the last 12 months...

61 million have used one of the following technologies:

- Watched online video
- Read a Blog
- Subscribed to a podcast

Recent Pharma Examples

- JNJ BTW Blog
- GSK's Alli Blog
- GSK-sponsored "My Dad Has Restless Leg Syndrome" YouTube Video
- Novartis' FluFlix YouTube Video Contest
- Pfizer-Sermo Deal

Point/Counterpoint Discussions

- Regulatory Compliance Issues
- Transparency Issues
- Organizational Issues
- Other Issues – Audience Input

Regulatory Compliance Issues

- **POINT:** It's a no-brainer; it can easily be done. Take notes from Pfizer – have a dialog with FDA. If all else fails, don't worry; FDA is not watching!
- **COUNTERPOINT:** The regulatory area is gray. No one wants to be the test case for an approach where the true value has yet to be quantified.

Transparency

- **POINT:** What's the big deal? Just do it! There may be a thing or two you need to learn through trial and error, so get started now!
- **COUNTERPOINT:** There is little room for errors, especially when industry is under close scrutiny by regulatory and legal observers.

Organizational Issues

- **POINT:** Empower your internal advocates – your employees – to participate. Get buy-in from the top . There are some CEOs who write their own blogs!
- **COUNTERPOINT:** Yes -- But it's also a matter of education and cultural change.

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