Online Clinician Community **Engagement** Strategy

Maturity Model

The information health care professionals (HCPs) share in online clinician communities (OCCs) is becoming a largely untapped source of customer and product insight for life sciences firms. As the OCC landscape evolves, life science organizations must assess how to engage with these communities and use the conversations on them to help shape customer engagement and evidence generation strategies.

The maturity model encompasses three stages of OCC engagement strategy: "active listener," "data miner," and "insight integrator." All life sciences organizations should be be, at a minimum, "active listeners." Many are becoming "data miners." And while rare, "insight integrators" fully maximize social listening and insight generation activities from OCCs, incorporating insights from those analyses into everything they do.

How to use the maturity model

Assess your organization's current maturity, and future goal, in the table below. Your maturity level may vary in the different rows. Using this information, craft a strategy and roadmap for online clinician community engagement at your organization.

Cross-functional collaboration required for online clinician community success

To maximize the value of insights gleaned from OCCs, effective engagement strategy requires strong collaboration across functions including: medical, commercial, regulatory, compliance, market access, and marketing.

Build maturity to full insight integration

	Active listener	Data miner	Insight integrator
Description	Active listeners want to understand the OCCs, and the voices on them that are most relevant to their products and treatment areas. However, these organizations aren't ready to begin large-scale data analysis. To understand the OCC landscape, active listeners explore online communities, identify patterns of "influence" among HCPs, and track how their customers currently engage online.	Data miners integrate quantitative analysis with existing qualitative social listening capabilities. For example, they may quantify the reach of digital opinion leaders (DOLs) or analyze how HCPs engage with their content. Data miners lack resources for external vendor partnerships, or they prefer to leverage internal capabilities to develop and execute their OCC strategy.	Insight integrators use data and insight from online clinician communities to inform everything they do, including real-world evidence and Phase IV study prioritization. Insight integrators dedicate resources to reap the benefits of OCCs. Many have partnerships with third-party vendors to help synthesize the data and maximize insight generation.
Characteristics of these organizations	• Is developing a strategy for active engagement with OCCs • Wants to understand where online conversations about their products occur, by whom, and with what frequency • Lacks (or is unwilling to commit) resources for quantitative social listening	• Has secured resources to invest in internal data mining capabilities to measure the activity, reach, and impact of online clinician communities • Is investing heavily in omnichannel communication	• Has robust knowledge of the OCC landscape and how to leverage social listening for evidence and insight generation • Has dedicated resources for advanced analytic capabilities and/or vendor partnerships
Organizational requirements	• Central repository for information and insights • Ability to track specific individuals across platforms and integrate that information into strategy	• Qualitative data analysis and insight generation capabilities (e.g., social listening, machine learning) • Ability to use data to map HCP networks • Familiarity with social listening vendors	• Partnerships with top data mining vendors and/or internal capabilities (e.g., data and insights group)
Signs of success	• You can identify online communities where conversations about your products and therapeutic areas are common • You actively track individuals who drive conversations online and understand ties among DOLs • You can identify how individuals signal that they are part of the conversation (e.g., hashtags)	• You routinely extract product and/or market insights from online conversations • You use data from OCCs to support evidence dissemination and customer engagement strategies • You use OCCs as a key channel in your organization's omnichannel communications strategy	• You use insights generated from OCCs to inform product lifecycle strategy • You experiment with content formats, messages, and use cases to ensure success in OCCs • You have enterprise-wide expertise in what types of questions can be answered through social listening
Recommended steps to advance your strategy	• Add questions to customer interactions to understand how HCPs use OCCs • Develop team training sessions on foundational aspects of OCC use and compliance • Identify opportunities to pilot quantitative social listening	• Conduct routine assessments of vendors for social listening and data mining • Identify gaps in current data and understand where external data sources and partnerships can play a role • Explore what types of questions can be answered through more robust analytics	• Schedule routine meetings with social listening and data mining vendors to assess new opportunities

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