



Background

- Gamification is the use of game mechanics and rewards for non-game applications in order to increase engagement and loyalty, which can be applied in the pharmaceutical industry to reach patients, health care professionals, and the general public
- Social media remains a key area of concern for healthcare marketers, publishers, and agencies supporting manufacturers as another outlet for reaching customers
- The pharmaceutical industry uses social media sites, with unique tools and functions per site, to disseminate information
- Currently, no central database exists where patients or health care professionals can search for gaming tools that may be available by pharmaceutical companies
- In a recent survey of physicians, results showed: more than 2/3 of physicians use video to learn and keep up-to-date with information, and adoption of tablets (mostly iPads) has nearly doubled since 2011, reaching 62% in 2012; this trend shows an increased movement of health care professionals to rely on mobile technology in their practice

Objective

- To identify gamification tools used in the pharmaceutical industry to increase education and awareness among patients and healthcare practitioners

Methods

- All partner companies (N = 14) affiliated with the Rutgers Institute for Pharmaceutical Industry Fellowships (RIPIF) were selected for this study:

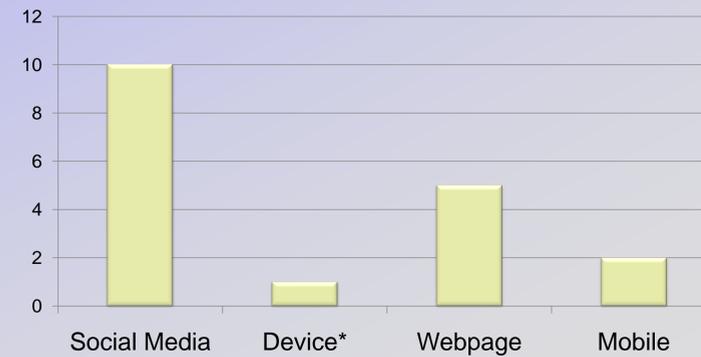
Acorda	Bayer	Janssen	Celgene	Daiichi-Sankyo
Genentech	Bristol-Myers Squibb	Johnson & Johnson	Merck	
Novartis	Pfizer	Roche	Sanofi	Sunovion

- Each company's website was explored in order to identify the presence of gaming tools available to the general public, patients, or healthcare practitioners
- Gaming platforms were categorized by delivery method, ie. social media, mobile application, webpage, or pharmaceutical device
- Social media participation was further categorized by the type of social media used, ie. Facebook, Google+, LinkedIn, Pinterest, Slide Share, Twitter, YouTube, etc

Results

Gamification Participation by Partner Companies Affiliated with RIPIF on Company Websites

Figure 1. Pharmaceutical Industry Participation in Gamification



*Device category includes game consoles, such as Nintendo

Figure 2. Pharmaceutical Company Participation in Social Media

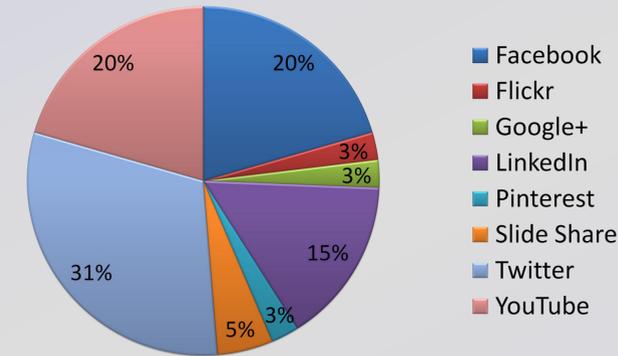


Figure 3. Pharmaceutical Industry Participation in Social Media

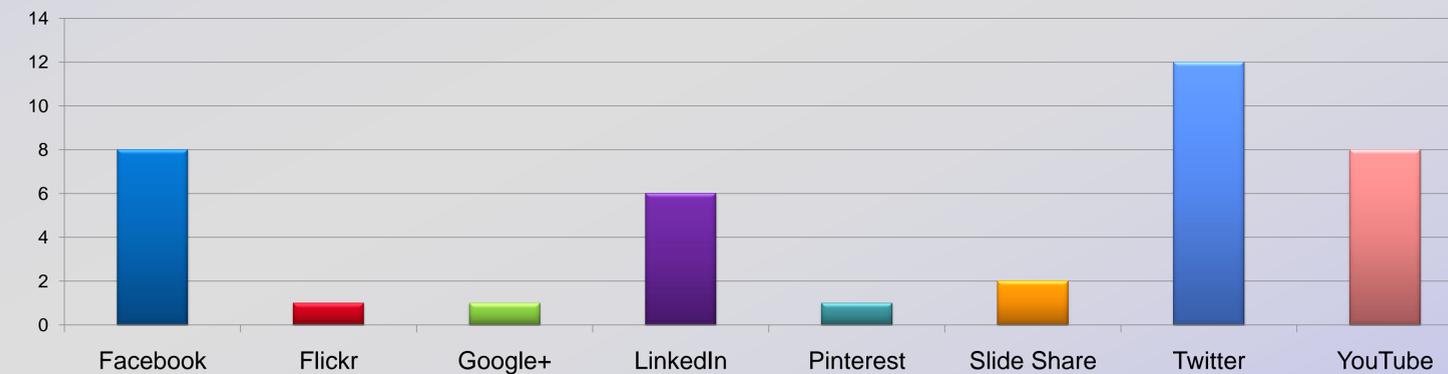
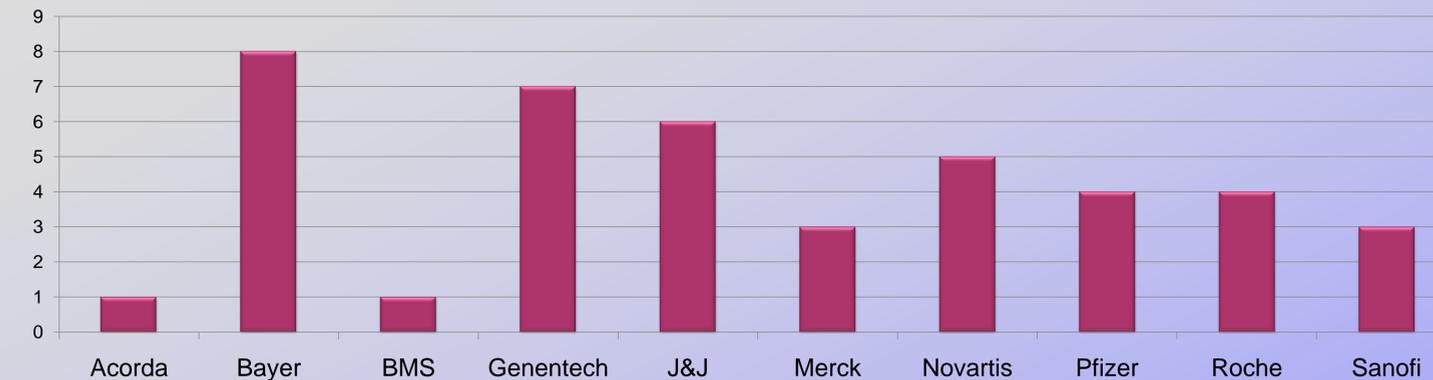


Figure 4. Social Media Platforms Per Pharmaceutical Company



n = 0, Celgene, Daiichi-Sankyo, Janssen, Sunovion

Discussion & Conclusion

- Social media is the most commonly used gamification tool followed by web pages, applications (including company blogs and internet games), mobile applications, and finally devices that were available through company websites
- Within the social media space, the most commonly used platform is Twitter, followed by Facebook, Youtube, and LinkedIn
- We found that there were pharmaceutical companies who participated in social media platforms; however some did not provide a direct link to the social media page from their company website
 - Customers seeking information from the company would have to search each individual platform rather than accessing social media sites directly from the company website. ie, social media page
- Smaller companies were less likely to participate in social media or advertise it directly on their company website; several companies did not have a separate social media page
- Social media pages varied in their content and audience, ie. job listings, new updates, patient testimonies, disease education, etc
- Despite the growing trend of healthcare practitioners utilizing handheld devices, such as tablets and smart phones, pharmaceutical companies lack promotion and easily accessible mobile tools on their company websites
- Companies may utilize social media pages on their company website as an accessible portal for customers to access gaming or social tools and resources

Limitations

- Narrowing our search criteria to just the company websites may decrease the number of gamification tools used by each company
- Narrowing our search criteria to include only RIPIF companies may not show a complete representation of pharmaceutical companies
- Gamification tools located on websites for specific products rather than the company website were not included in this analysis

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