

Keep Them Coming Back: Using Content to Build an Engaged Audience

- Bowman Cox, Managing Editor, The Gold Sheet
- Nicole Nigh, Digital Strategist, Ogilvy Public Relations



The Medium is the Conversation

A self-promoting editorial process

Bowman Cox, Managing Editor
“The Gold Sheet”

Elsevier Business Intelligence

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Fish out of water

- Marshall McLuhan in 1964:
The Medium is the Message
 - Print reporters reading news on broadcast television
 - Newspaper reporters writing for industry newsletters
 - Newsletter reporters lost in social media



Mad as Hell

- In a new medium
 - What we do doesn't work well anymore
 - What works well is not our job
 - To adapt, we must experiment like mad



"I'm mad as Hell and I'm not going to take this anymore!"

In the 1976 movie "Network," Howard Beale learned how to boost TV ratings after he was fired.

Give questions, sell answers

- What doesn't work as well in social media
 - Listing features and benefits
 - Interrupting conversations
 - Giving news
 - Trading customers for freeloaders
- What might work better?
 - Giving questions
 - Help them help you
 - Share the process, not the product



A publication about drug quality

The screenshot displays the Elsevier Business Intelligence website. The header includes the Elsevier logo and the tagline 'Essential Insight for the Healthcare Industry'. A navigation bar contains links for 'Publications', 'Deals', 'Companies', 'Conferences', 'Reports', 'Webinars', and 'Hot Topics'. A search bar is located in the top right corner. The main content area features a large section for 'The Gold Sheet' publication, which includes a thumbnail image of the cover, the title 'The Gold Sheet', and a description: 'Insightful analysis to help you comply with U.S. and international pharmaceutical manufacturing QAVQC requirements.' Below this, there are links for 'Email Alert' and 'RSS Feed'. A 'Current Issue: May 2013' section is also visible, with a 'Go to a date' button. The bottom of the page features a large advertisement for '2013 RAPS THE REGULATORY CONVERGENCE' with the text 'It's your turn to DRIVE'.

Elsevier Business Intelligence
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Contamination, Mix-Ups Drive Up Drug Recall Totals for 2012 / Injectables eclipsed oral solids as 2012 generated the fourth-most recalls ever. Contamination played a major role, particularly in generating several massive recalls at compounding pharmacies, while there were also contraceptive packaging snafus, problems in combining tablet mix-ups and other issues that generated drug recalls last year. / "The Gold Sheet" May 30 2013 12:00 AM

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It's your turn to
DRIVE

2013 RAPS
THE REGULATORY CONVERGENCE

A question about Quality by Design

Drug Quality Today

The conversation on innovation and compliance

From the publishers of "The Gold Sheet"

[« Who was Stained by Fungus at NECC? | Main | Pharma cGMPs | cGMP Judgment Day | Pharmaceutical Manufacturing »](#)

December 11, 2012

The Future of QbD

We find that people are still bullish on QbD at the podium -- but away from the bright lights and the microphones, they're decidedly mixed. Ten years after FDA's 21st century quality initiative and seven years after its CMC pilot, there seems to be some question about following through with implementation.

What is your opinion on where the Quality-by-Design initiative should go from here?

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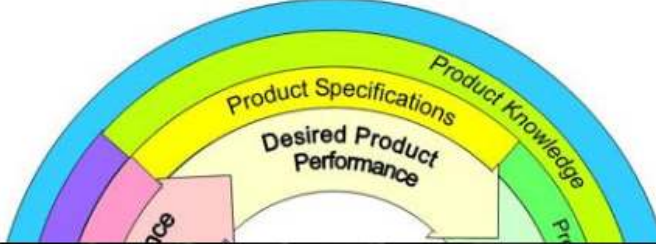
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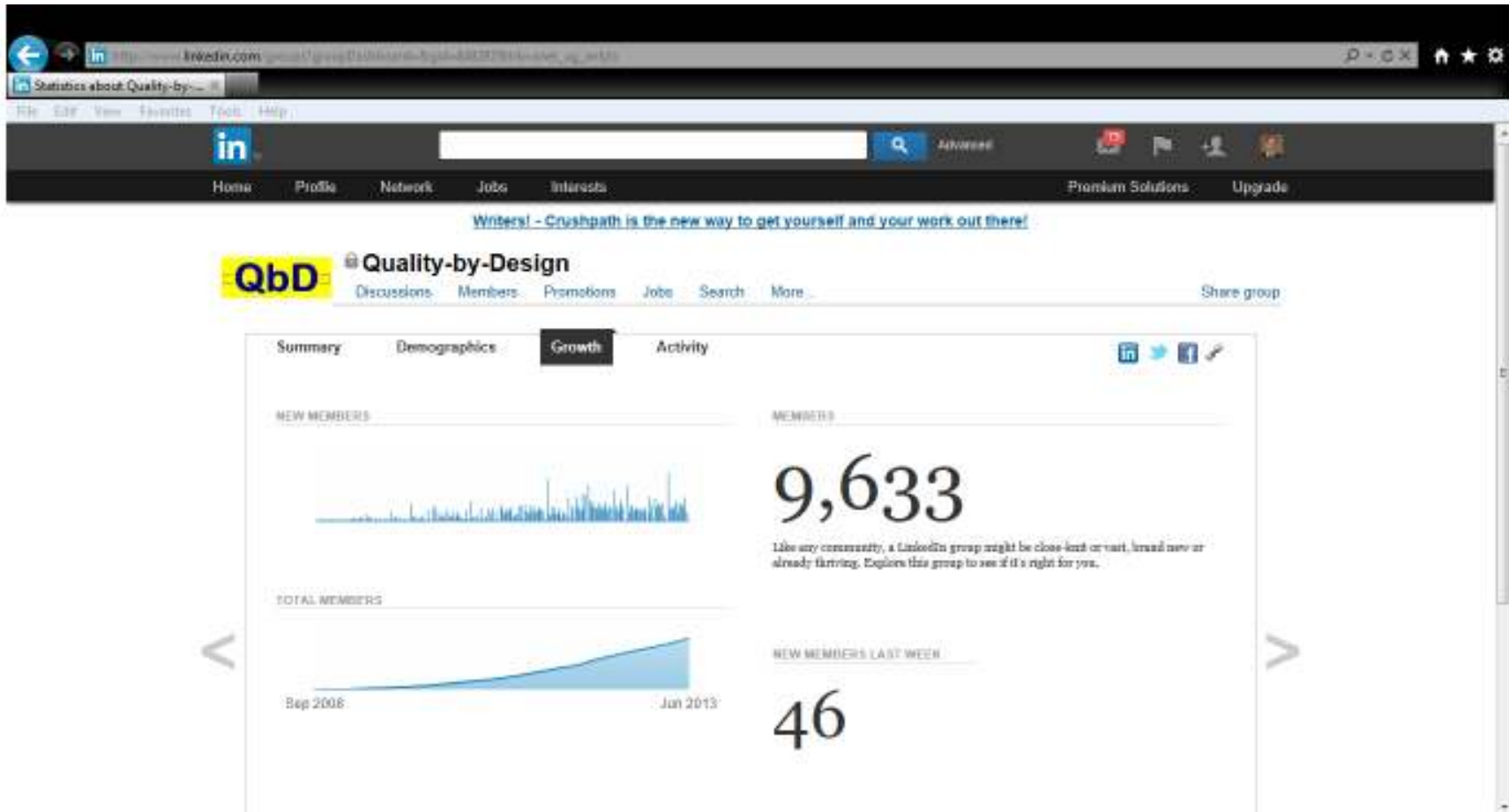
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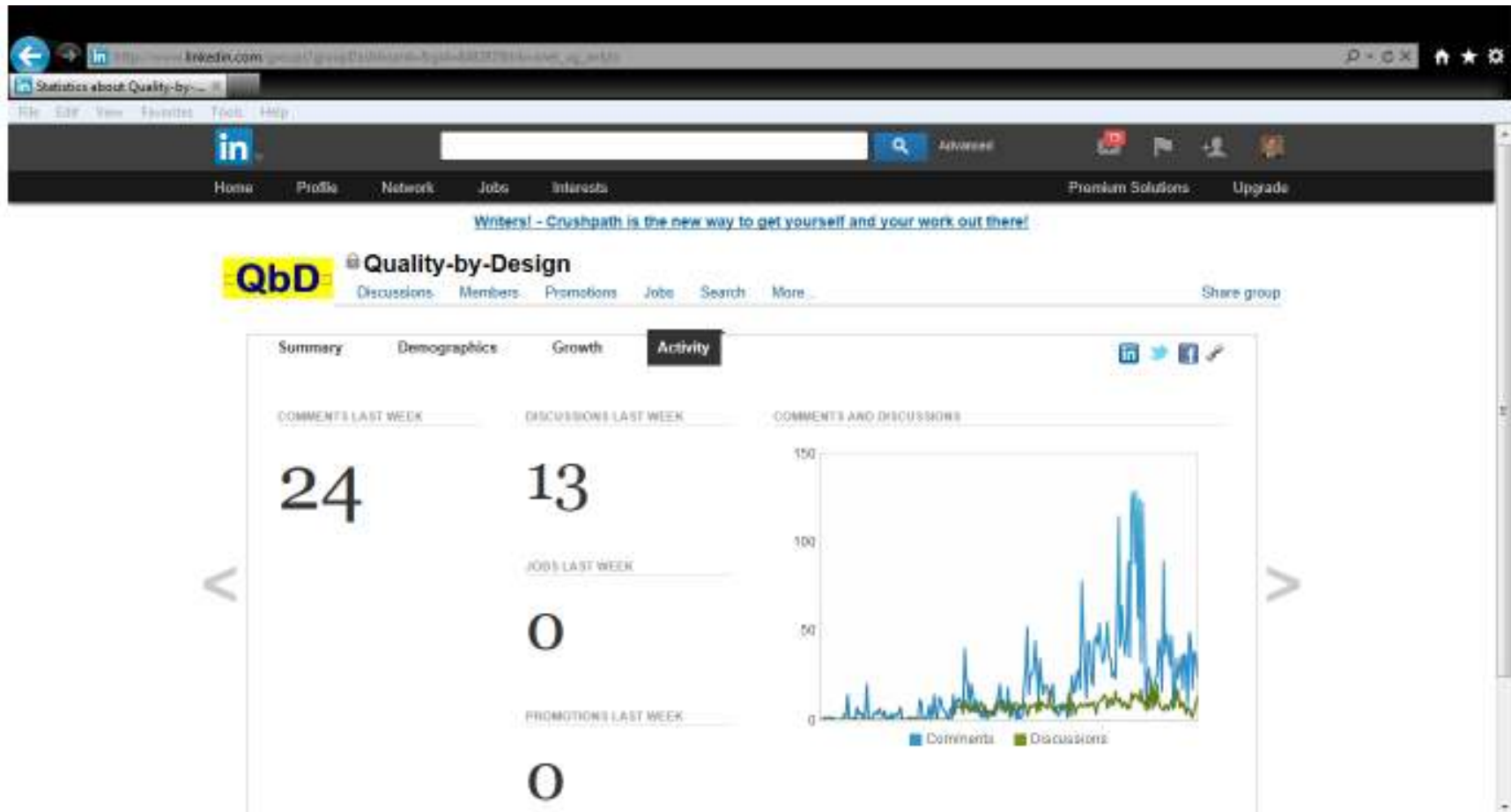
SEARCH DOT



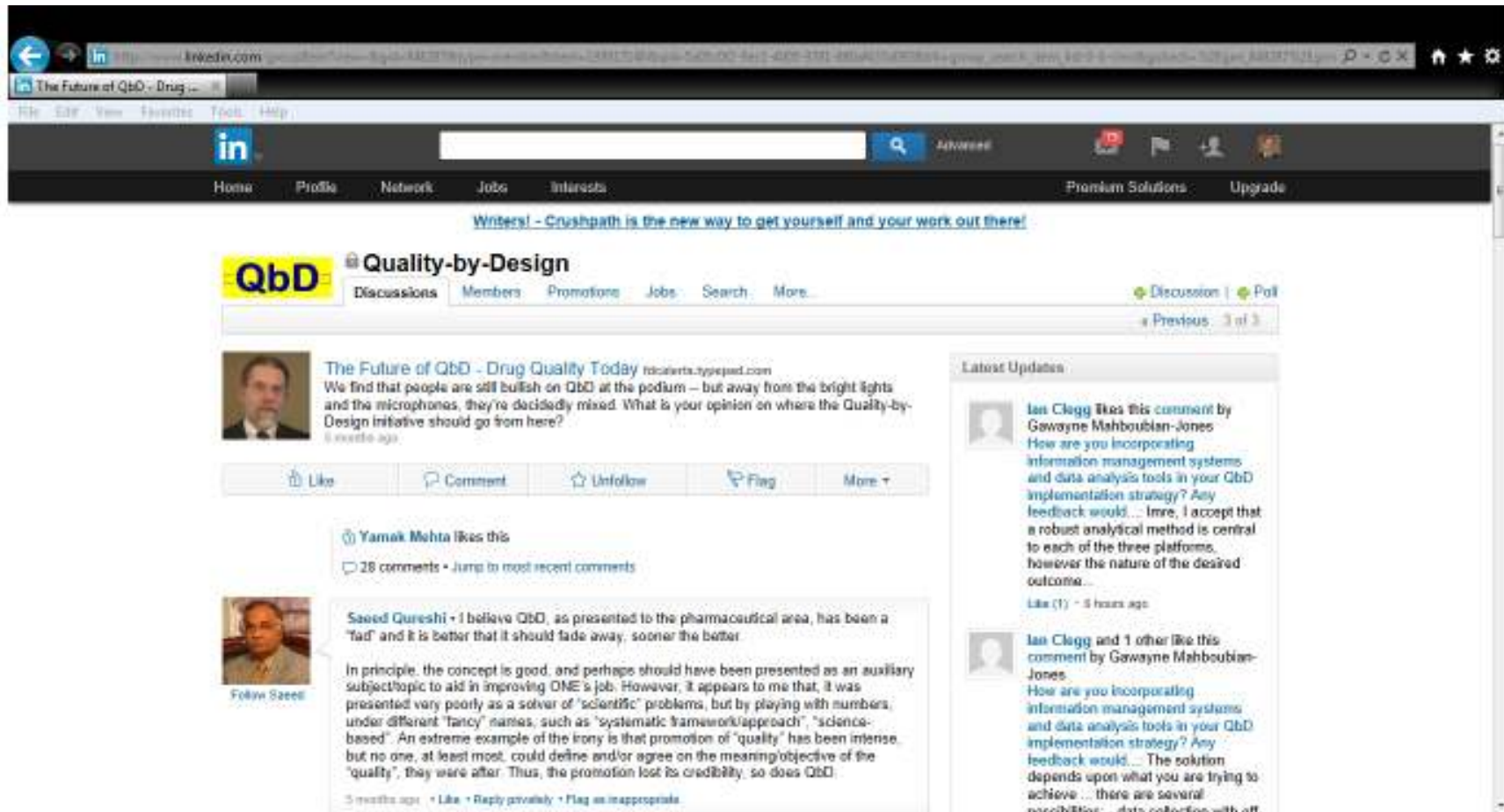
A big QbD group on LinkedIn



This group likes to talk



Query generates 28 comments



The screenshot shows a LinkedIn post from the 'Quality-by-Design' (QbD) group. The post is titled 'The Future of QbD - Drug Quality Today' and is authored by 'fcdalwerts.typepad.com'. The post text reads: 'We find that people are still bullish on QbD at the podium – but away from the bright lights and the microphones, they're decidedly mixed. What is your opinion on where the Quality-by-Design initiative should go from here?'. The post has 28 comments. The first comment is from 'Saeed Qureshi' and reads: 'I believe QbD, as presented to the pharmaceutical area, has been a "fad" and it is better that it should fade away, sooner the better'. The second comment is from 'Folayn Saedi' and reads: 'In principle, the concept is good, and perhaps should have been presented as an auxiliary subject/topic to aid in improving ONE's job. However, it appears to me that, it was presented very poorly as a solver of "scientific" problems, but by playing with numbers, under different "fancy" names, such as "systematic framework/approach", "science-based". An extreme example of the irony is that promotion of "quality" has been intense, but no one, at least most, could define and/or agree on the meaning/objective of the "quality", they were after. Thus, the promotion lost its credibility, so does QbD'. The post also has a 'Latest Updates' section on the right side, showing that 'Ian Clegg' likes the comment by 'Gawayne Mahboubian-Jones' and that 'Ian Clegg and 1 other like this comment by Gawayne Mahboubian-Jones'. The post is part of a discussion thread with 3 of 3 previous posts.

QbD Quality-by-Design

Discussions Members Promotions Jobs Search More...

Discussion | Poll

Previous 3 of 3

The Future of QbD - Drug Quality Today fcdalwerts.typepad.com

We find that people are still bullish on QbD at the podium – but away from the bright lights and the microphones, they're decidedly mixed. What is your opinion on where the Quality-by-Design initiative should go from here?

6 months ago

Like Comment Unfollow Flag More...

Yamak Mehta likes this

28 comments • Jump to most recent comments

Saeed Qureshi • I believe QbD, as presented to the pharmaceutical area, has been a "fad" and it is better that it should fade away, sooner the better

Folayn Saedi

In principle, the concept is good, and perhaps should have been presented as an auxiliary subject/topic to aid in improving ONE's job. However, it appears to me that, it was presented very poorly as a solver of "scientific" problems, but by playing with numbers, under different "fancy" names, such as "systematic framework/approach", "science-based". An extreme example of the irony is that promotion of "quality" has been intense, but no one, at least most, could define and/or agree on the meaning/objective of the "quality", they were after. Thus, the promotion lost its credibility, so does QbD.

5 months ago • Like • Reply privately • Flag as inappropriate

Latest Updates

Ian Clegg likes this comment by Gawayne Mahboubian-Jones

How are you incorporating information management systems and data analysis tools in your QbD implementation strategy? Any feedback would... Imre, I accept that a robust analytical method is central to each of the three platforms, however the nature of the desired outcome...

Like (1) • 5 hours ago

Ian Clegg and 1 other like this comment by Gawayne Mahboubian-Jones

How are you incorporating information management systems and data analysis tools in your QbD implementation strategy? Any feedback would... The solution depends upon what you are trying to achieve... there are several possibilities... data collection with off...

The story uses one of the comments

The screenshot shows a web browser displaying an article on the Elsevier Business Intelligence website. The browser's address bar shows the URL: <http://www.elsevierbi.com/Publications/The-Gold-Sheet/46/12/Slogging-Toward-Quality-by-Design?start=1&total=2&searchquery=%22The%20Gold%20Sheet%22&source%20The%20Gold%20Sheet%20Sheet>. The page header includes a welcome message for 'Bowman Cox', a 'LOG OUT' button, and a 'MY ACCOUNT' button. Navigation links for 'About Us', 'RSS', 'Contact Us', 'Help', and 'E-Letters' are also present. The Elsevier Business Intelligence logo is prominently displayed, along with a search bar and a 'More Options' link. A secondary navigation bar lists categories: 'Publications', 'Deals', 'Companies', 'Conferences', 'Reports', 'Webinars', and 'Hot Topics'. Below this, there are links for 'Your Subscriptions' and 'Saved Searches & C'. The main content area features the article title 'Slogging Toward Quality by Design' by Bowman Cox, dated December 2012. It includes metadata such as 'Word Count: 2796', 'Article # 68121220086', and 'Posted: December 20 2012 12:00 PM'. An 'Executive Summary' section provides a brief overview of the article's content. On the right side, a 'Related Articles' section lists four additional articles from the 'The Gold Sheet' series. The page is designed with a clean, professional layout, using a combination of black, white, and orange colors.

http://www.elsevierbi.com/Publications/The-Gold-Sheet/46/12/Slogging-Toward-Quality-by-Design?start=1&total=2&searchquery=%22The%20Gold%20Sheet%22&source%20The%20Gold%20Sheet%20Sheet

Stlogging Toward Quality by...

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Slogging Toward Quality by Design

By Bowman Cox / Email the Author / December 2012
Word Count: 2796 / Article # 68121220086 / Posted: December 20 2012 12:00 PM

Executive Summary

Ten years into FDA's quality initiative, CDER Director Janet Woodcock acknowledges continued resistance to investing in QbD as a way of preventing quality problems in commercial manufacturing. Yet others in FDA and industry see adoption of the science- and risk-based approach spreading, even though manufacturers are often reluctant to disclose how much money it's saving them.

Related Articles: 4

Elsevier Business Intelligence Publications

Click an article headline for more information.

Generic Industry Has Made Progress Implementing QbD
"The Gold Sheet" February 2013

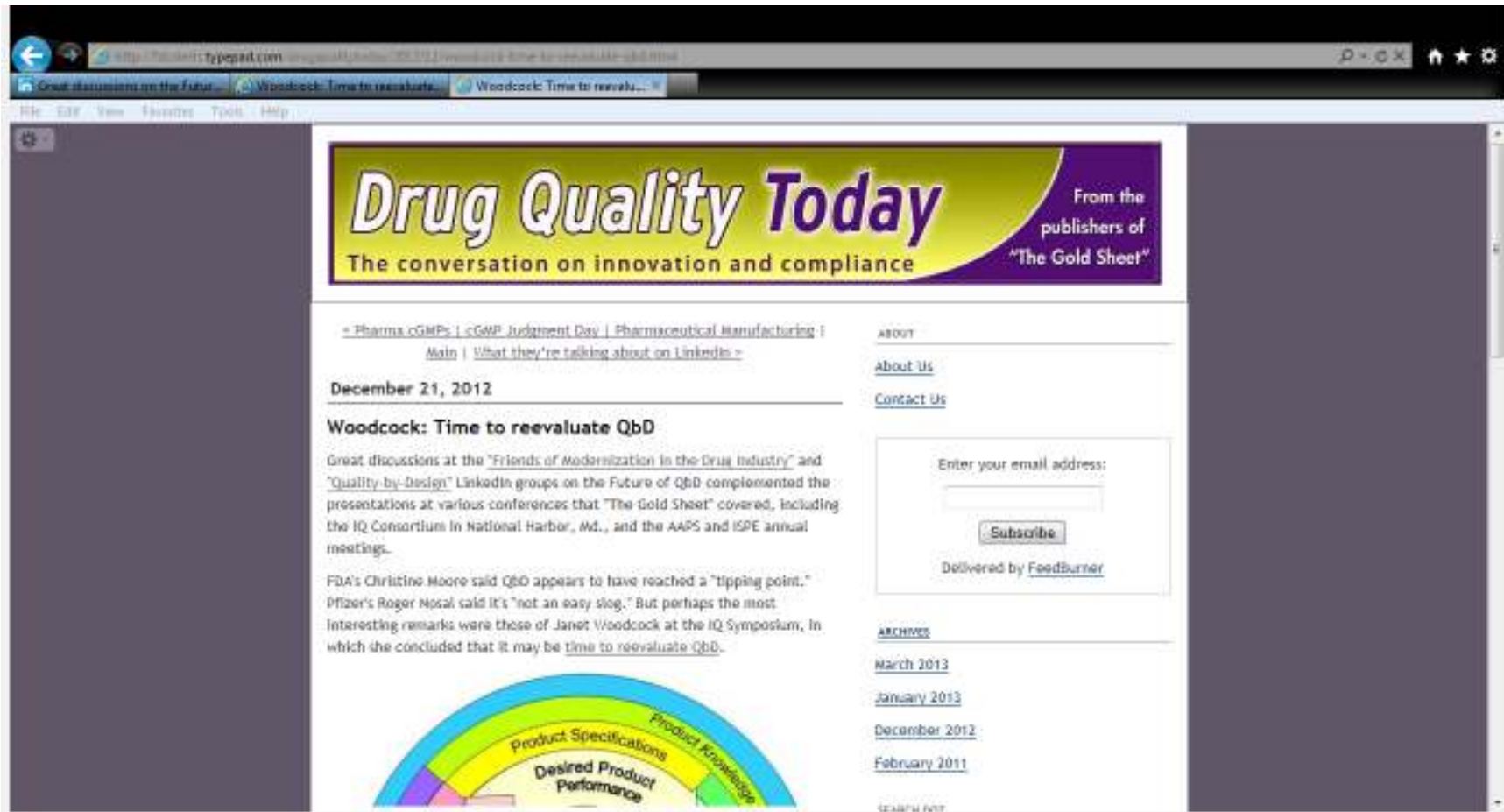
Regulatory Relief Explored for QbD Use in Post-Approval Changes
"The Gold Sheet" August 2012

Operations in Pharmaceutical Compare Poorly to Other Industries
"The Gold Sheet" January 2009

Attention Turns to the Business Case for Quality by Design
"The Gold Sheet" January 2009

A decade after FDA's Center for Drug Evaluation and Research launched its 21st Century

The answer on Quality by Design



The screenshot shows a web browser window displaying the 'Drug Quality Today' website. The browser's address bar shows the URL 'http://www.typepad.com/blog/2012/12/21/woodcock-time-to-reevaluate-qbd.html'. The website's header features the title 'Drug Quality Today' in a large, stylized font, with the subtitle 'The conversation on innovation and compliance' below it. To the right of the title, it says 'From the publishers of "The Gold Sheet"'. Below the header, there is a navigation bar with links: 'Pharma cGMPs', 'cGMP Judgment Day', 'Pharmaceutical Manufacturing', 'Main', and 'What they're talking about on LinkedIn'. The date 'December 21, 2012' is displayed. The main article is titled 'Woodcock: Time to reevaluate QbD'. The text of the article discusses the importance of Quality by Design (QbD) and mentions FDA's Christine Moore and Pfizer's Roger Nosal. At the bottom of the article, there is a diagram showing a rainbow arch over a circle labeled 'Desired Product Performance'. The rainbow is divided into segments labeled 'Product Specifications' and 'Product Knowledge'. On the right side of the website, there is a sidebar with links for 'ABOUT', 'About Us', and 'Contact Us'. Below these links is a subscription form with the text 'Enter your email address:' and a 'Subscribe' button. At the bottom of the sidebar, it says 'Delivered by FeedBurner'. There is also an 'ARCHIVE' section with links for 'March 2013', 'January 2013', 'December 2012', and 'February 2011'.

Drug Quality Today
The conversation on innovation and compliance
From the publishers of "The Gold Sheet"

Pharma cGMPs | cGMP Judgment Day | Pharmaceutical Manufacturing |
Main | What they're talking about on LinkedIn >

December 21, 2012

Woodcock: Time to reevaluate QbD

Great discussions at the "Friends of Modernization in the Drug Industry" and "Quality-by-Design" LinkedIn groups on the Future of QbD complemented the presentations at various conferences that "The Gold Sheet" covered, including the IQ Consortium in National Harbor, Md., and the AAPS and ISPE annual meetings.

FDA's Christine Moore said QbD appears to have reached a "tipping point." Pfizer's Roger Nosal said it's "not an easy slog." But perhaps the most interesting remarks were those of Janet Woodcock at the IQ Symposium, in which she concluded that it may be time to reevaluate QbD.

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Product Knowledge
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March 2013
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Follow-up comments: Read the story

The screenshot shows a LinkedIn interface. At the top is the LinkedIn logo and navigation bar. Below it is a search bar and a link to 'Editors and Writers - Everyone needs an editor. Find one fast through the EFA JobList.' The main content area is titled 'QbD Quality-by-Design' and has tabs for 'Discussions', 'Members', 'Promotions', 'Jobs', 'Search', and 'More...'. A post by Woodcock is visible, titled 'Great discussions on the Future of Drug Quality'. The post text reads: 'Thanks for your thoughts on the Future of Drug Quality. You helped inform our thinking as we prepared our story on this topic, which has now appeared in "The Gold Sheet." Woodcock: Time to reevaluate QbD ticalerts.typepad.com FDA's Christine Moore said QbD appears to have reached a "tipping point." Pfizer's Roger Nosal said it's "not an easy slog." But perhaps the most interesting remarks were those of Janet Woodcock at the IQ Symposium, in which she concluded that it may be time to reevaluate QbD. 5 months ago'. Below the post are buttons for 'Like', 'Comment', 'Unfollow', 'Flag', and 'More...'. A comment from 'yesmin A., Ranajit Sen' is visible, stating 'I like this'. Below that is a comment from 'Saeed Qureshi' stating 'Great news, I am happy to hear this i.e. "It may be time to reevaluate QbD". I hope it will stop unwarranted promotion of QbD. 3 months ago'. The right sidebar shows 'Latest Updates' with likes from 'Ian Clegg' and 'Gawayne Mahboubian-Jones'.

Benefits

- Build familiarity and trust
- Involve your community
- Get anecdotes and insights
- Set up the story
- Show value of news over discussion
- Build peer pressure to subscribe
- What is the value of seven contacts like this?

A role in the ecosystem

- Helping LinkedIn groups
 - Self-appointed guest moderator
 - Help keep members engaged
 - Reviewer
 - Reward the groups that help you
 - Publicize their best discussions to help them grow
- Not just LinkedIn
 - Pharmaevolution and other discussion groups

Challenges

- Topical
 - Coming up with good conversation starters that:
 - Foreshadow the story but don't give it away
 - Are hard to resist commenting on
 - Don't divulge your personal opinion
 - Make you appear knowledgeable
- Timing
 - Not sure what the story is yet
 - Need to allow time for posting and commenting

More challenges

- Identifying appropriate stories
 - Original research
 - How-to stories
 - Best practices
 - Trend pieces
- Distraction
 - Your paying subscribers deserve your best work
 - Social media engagement must add value to the editorial process to be sustainable, and
 - It must be sustained to produce commercial results

Summary

- Old habits + new media = poor results
- So try something different
- Give questions, sell answers
- Promote your product by using social media in your editorial process
- But first, resolve editorial workflow issues

Let's talk on LinkedIn!

