

Lundbeck unearths opportunities for social media within the healthcare industry

Lundbeck to give guidance on strengthening digital strategies by understanding social channels at Social Media in the Pharmaceutical Industry in January.

LONDON, ENGLAND, UNITED KINGDOM, September 28, 2016 /EINPresswire.com/ -- Julie O'Donnell, Senior Director and Head of Global Interaction Management at Lundbeck, joins the expert speaker line-up for the [9th Social Media in the Pharmaceutical Industry](#) which takes place on the 18th and 19th of January 2017 in London.

With views of strengthening digital strategies and influencing online discussions to improve brand reputation, Julie's keynote address will unearth new opportunities for social media within the healthcare industry by understanding the big players on social channels.

In a recent interview with SMi Group, Julie commented on the importance of understanding how social channels work. "We have to be constantly aware of the difference between mass social media channels and niche social networks where smaller groups discuss very specific topics and interest areas. There is an ever-evolving trend towards people joining and participating in niche networks and wanting to have more 'private' and relevant conversations. This is why messaging apps like SnapChat, WeChat, WhatsApp are now bigger than social networks. Marketers across sectors now need to not only understand social media as it has been for over a decade, but also mobile messaging and the intersection of the two."

When asked about the future of social media within the healthcare industry, she said, "We're in an age of hyper-connectivity and people move from platform to platform based on their needs. Healthcare is being more dispersed. Patient support is no longer the poster, the leaflet or the newsletter – it's personalized support delivered on demand. Creating an operational model for a pharma company to leverage social media can actually be a model for a pharma company to operate



SMi presents the 9th annual conference on

Social Media

IN THE PHARMACEUTICAL INDUSTRY

18-19 JAN 2017
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9th Social Media in the Pharmaceutical Industry



SOCIAL MEDIA in the PHARMACEUTICAL INDUSTRY

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Julie O'Donnell
Senior Director & Head of GCIM, Global Customer Interaction Management
Lundbeck

Visit www.social-media-pharma.com for more info. Register by 30 Sept to save £400.

SOCIAL MEDIA IN THE PHARMACEUTICAL INDUSTRY 2016 | 18-19TH JANUARY | LONDON

Julie O'Donnell talks to SMi Group about the future of social media in pharma



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Julie O'Donnell, Lundbeck

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The full interview with Ms O'Donnell is available to view in the Download Centre at www.social-media-pharma.com.

Ms O'Donnell an line-up of expert healthcare practitioners, senior marketers and brand managers to discuss and debate the latest trends, technologies and top tricks of the trade; learn from practical case studies; and benchmark best

practice to maximise digital strategy.

For more updates on the conference, follow SMi Group on [@smipharm](https://twitter.com/smipharm) and join the conversation using [#pharmasocialmedia](https://twitter.com/pharmasocialmedia) on Twitter.

Social Media in the Pharmaceutical Industry

18 & 19 January 2017

Holiday Inn Kensington Forum, London, UK

<http://www.social-media-pharma.com>

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About SMi Group:

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