

Digital & Advocacy • Questions • Actions

The People Behind The Disease &
Behind The Screens in The Age of
Data



WE WANT LIFE
HOME OF PATIENT EXPERTS

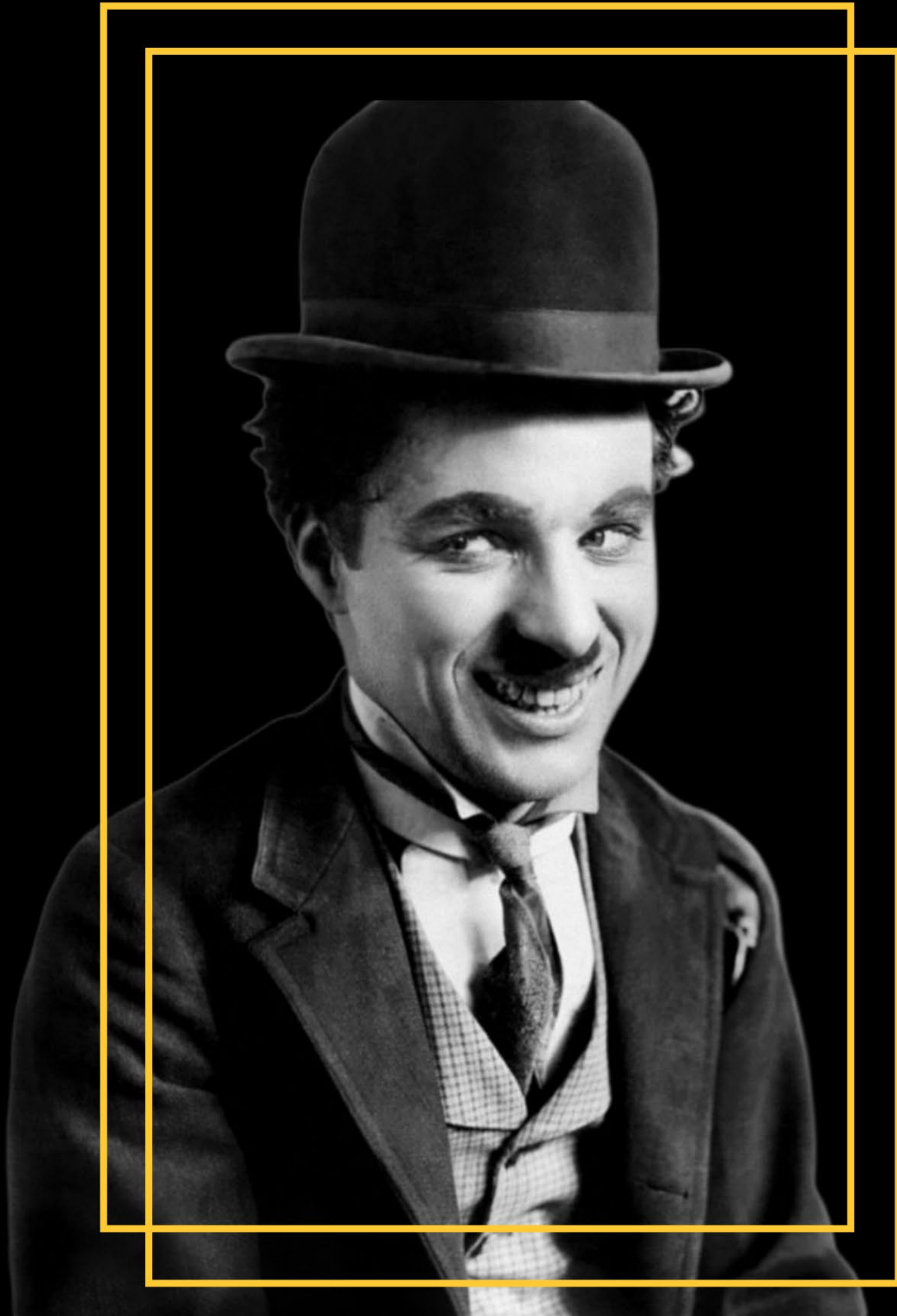




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I Couldn't Help but Wonder

Charlie Chaplin said more a
century ago:
More Machinery, We Need
Humanity!



IS INTERNET AN EVIL?



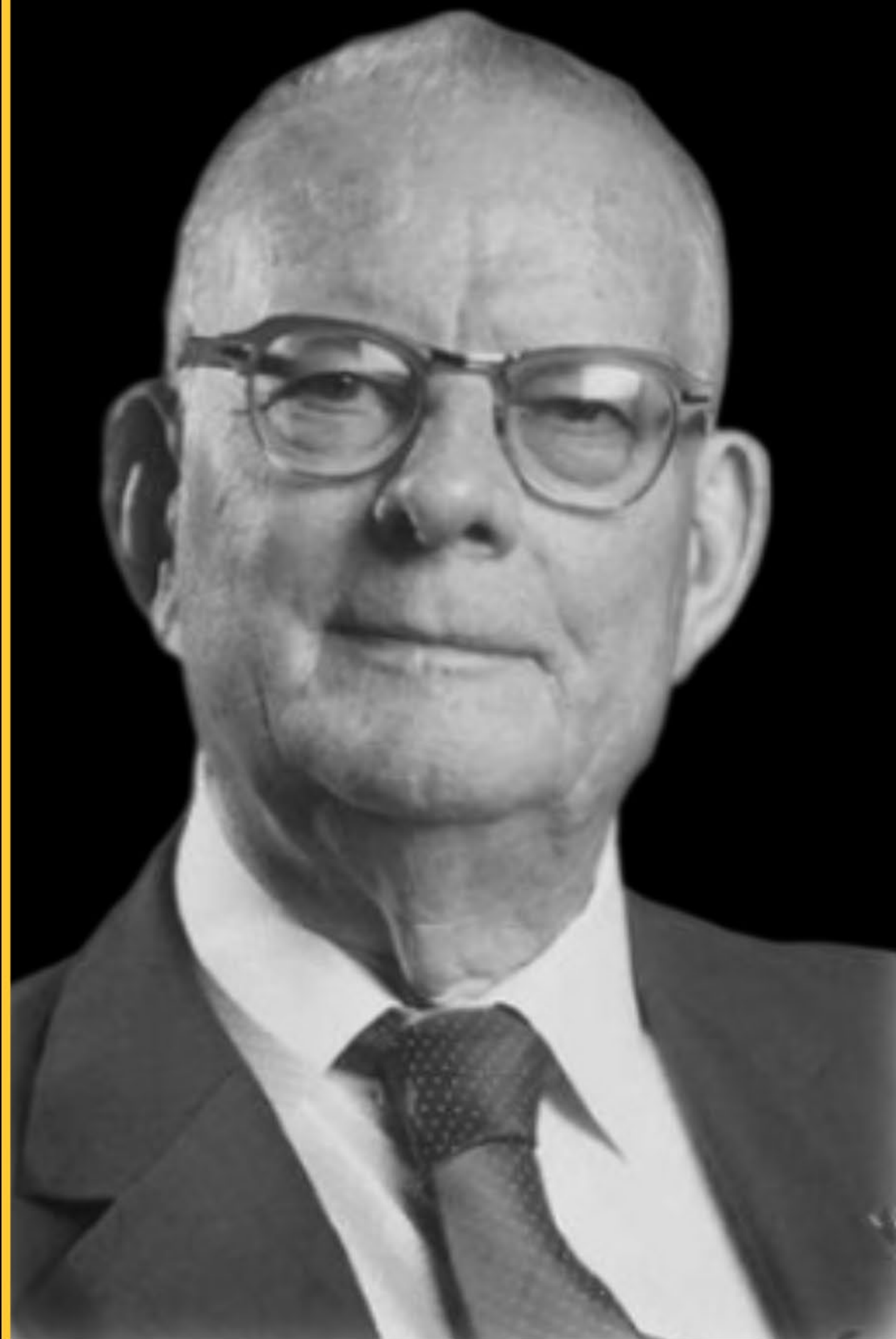
Which one of these
answers is The Right
Answer?







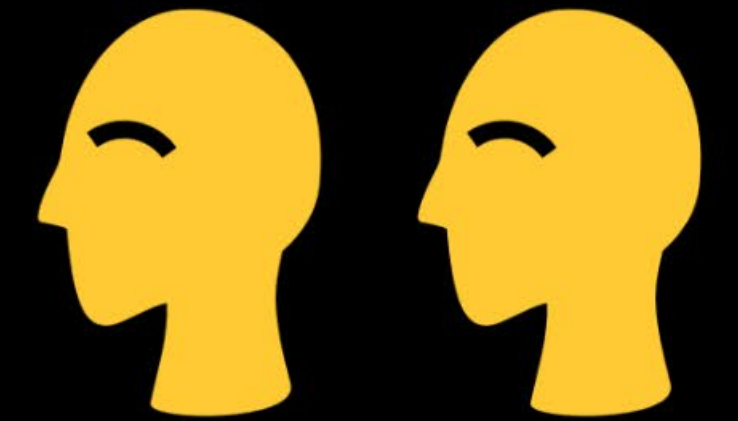
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William Edward Deming

Without data, you're just
another person with an
opinion.

ADVOCACY 1ST LESSON



PAYERS
POLICY
HCPS
INDUSTRY

WE
COMMUNICATE

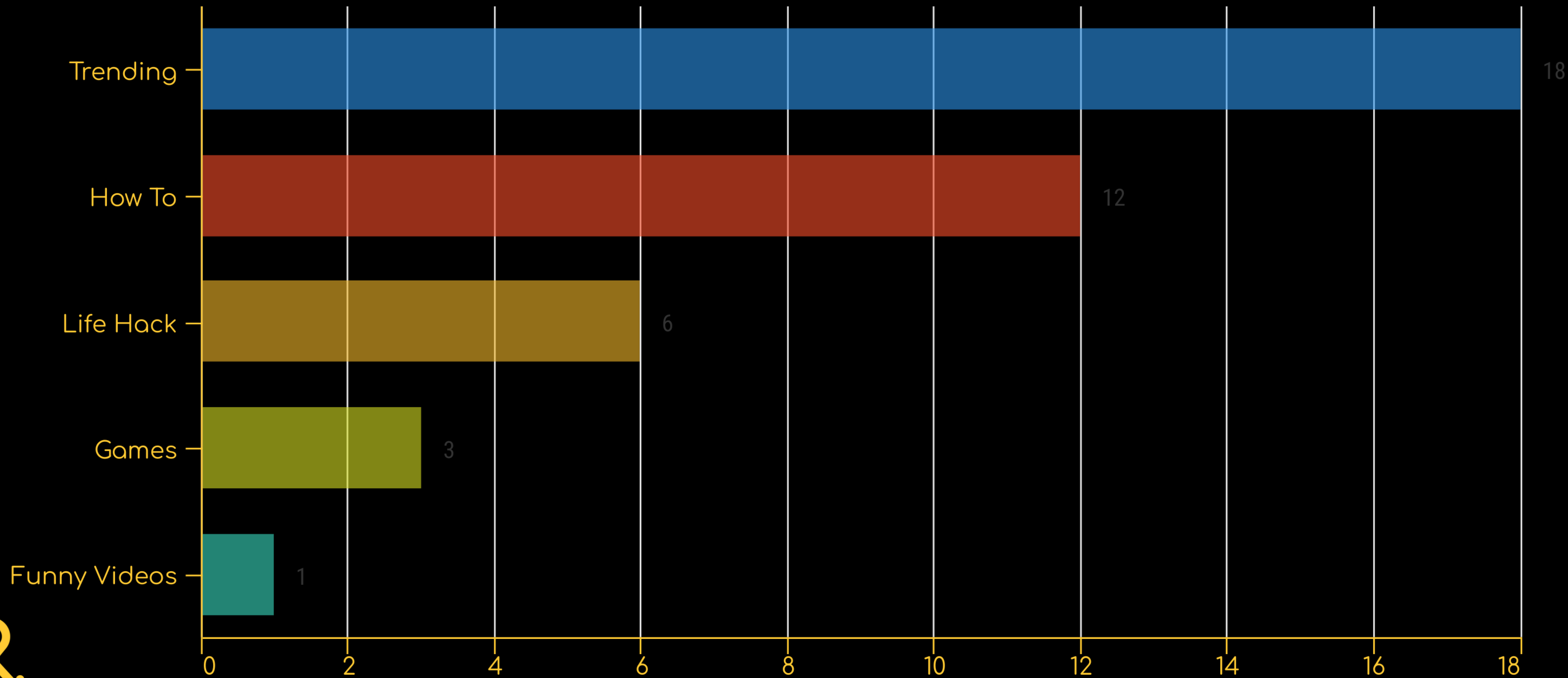




Let's Get to
The Facts



MOST SEARCHED TOPICS



Are They Evil
or GOOD?

Trending

Funny
Videos



how to

Life
Hacks

Games



LESSONS LEARNED

- There is no absolute good nor absolute bad
- Digital is a reality and will never go away
- we THE HUMANS have the choice to decide how to use it and we have to use it RIGHT to achieve our goals
- It is About Building Strategy
- & what makes digital very special is that. it is very cheap



WITH NO MONEY YOU CAN

NO
LOBBYING
BUT
COMMUNITY
BUILDING

LISTEN
CAREFULLY
DON'T ASSUME
DON'T LEAD

BUILD
CAMPAIGNS &
RESEARCH



510 cancer patients and survivors were asked to give 3 advices to oncologists to use when they meet new cases.
we put together the advices that uses the same idea & beside it the number of times it was used





THE RESULTS

- Trending Globally: Presented & translated to 3 languages
- Got huge free PR
- Patients were very proud and felt the achievements of the produced product



- No Impact
- No change
- No importance
- Nothing



THE ANALYSIS



WE
COMMUNICATE



LESSONS LEARNED

Never Ever Build Strategy Without the involvement of all stakeholders

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ACTIONS: EXCEL DIGITALLY

1

SM Insights

2

Media
Production

3

Branding

4

Media
Buying





WEB BABEL SYNDROME



ACTIONS: EXCEL DIGITALLY

1

SM Insights

2

Media
Production

3

Branding

4

Media
Buying

5

Personal
Branding





HOW TO BUILD OUR DIGITAL KPIS FOR SUCCESSFUL ADVOCACY?





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A Wise Man Once Said

Content is where I expect
much of the real money will be
made on the Internet, just as it
was in broadcasting.

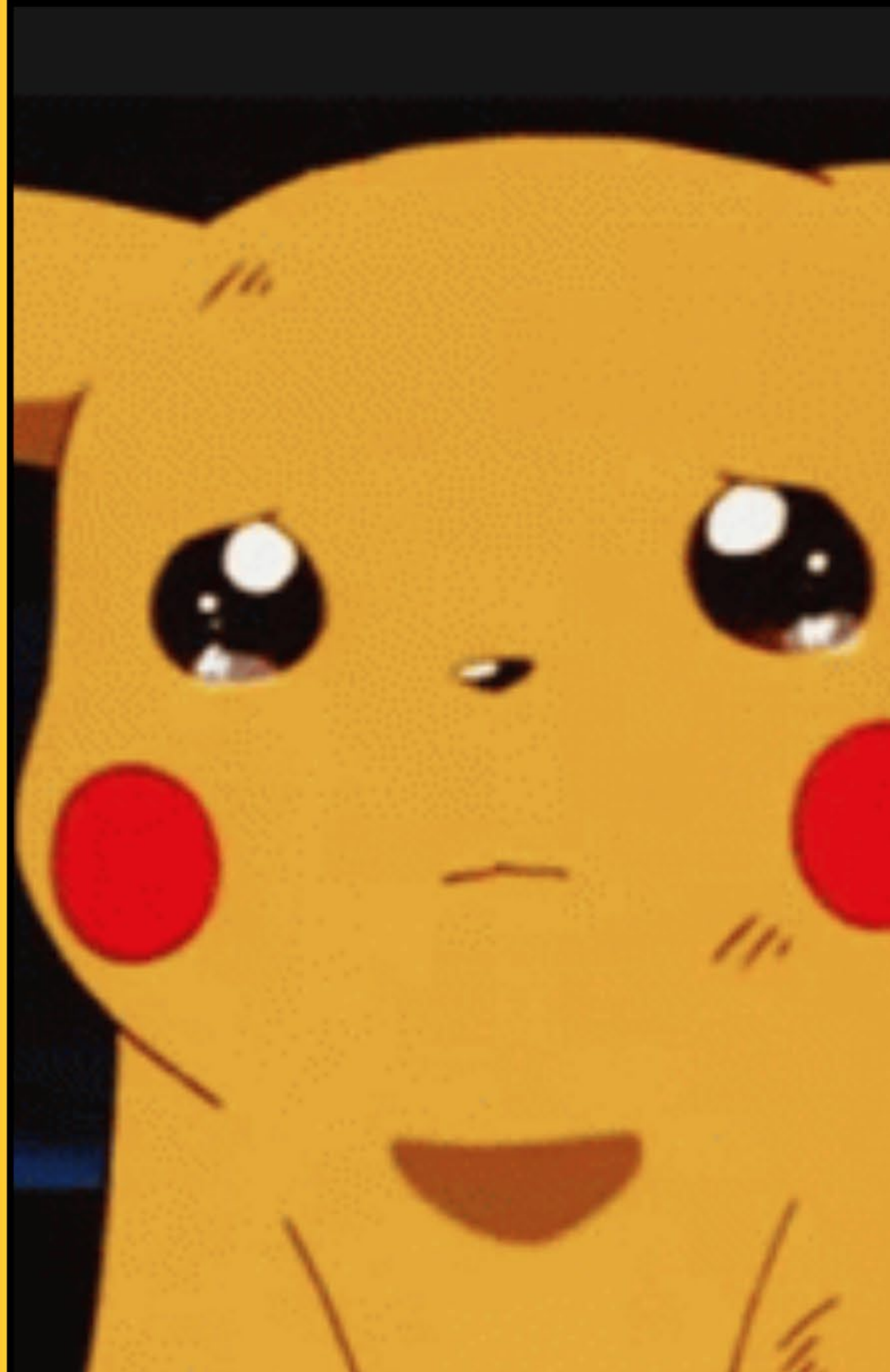
CONTENT IS A KING



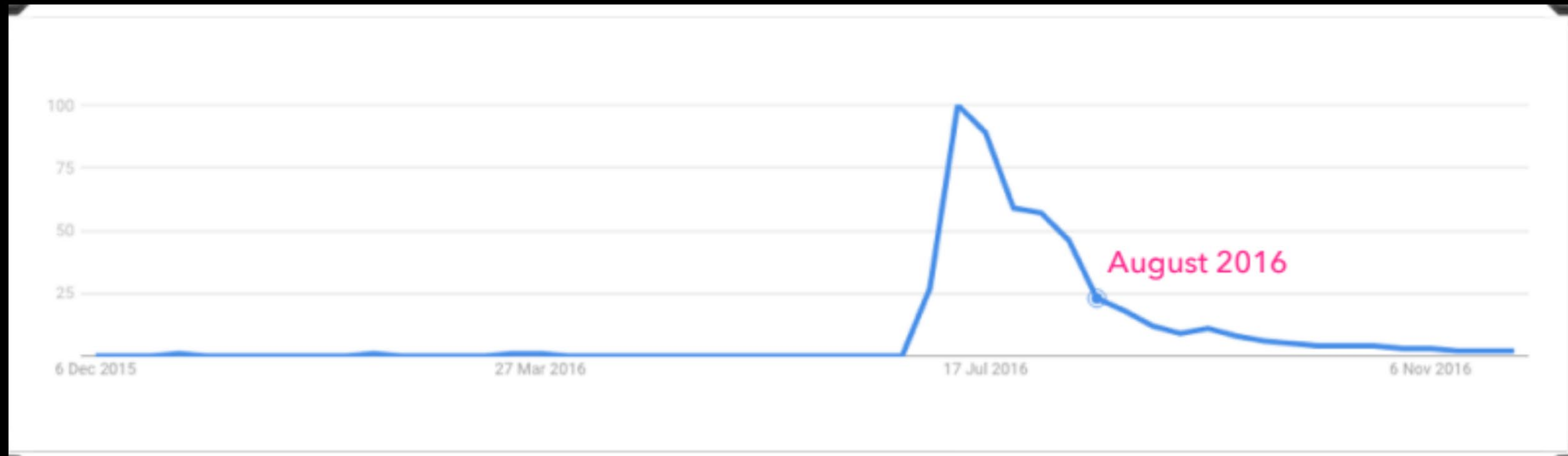
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HUGE FALL

ON THE BEGINNING OF JULY, 2016 THE SOCIAL BUZZ AROUND POKEMON GO STARTED, BY THE END OF AUGUST, 2016 ACCORDING TO FORBES, IT PASSED AWAY!



FACTS





IS THIS A GOOD NEWS OR BAD NEWS?



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\$\$\$
\$\$\$
\$\$\$
\$\$\$



WEWANTLIFE
HOME OF PATIENT EXPERTS



WE WANT **LIFE**
HOME OF PATIENT EXPERTS



A Wise Man Once Said
Never Ever Quit
You only allowed to have 5
seconds to be frustrated



IS PERSEVERANCE IS OUR KPI?



ACTIONS: DEFINE YOUR KPIS

1

Perseverance

2

Polls

3

Engage
The Public

4

Media
Buying

5

Personal
Branding



