



## get social. stay safe.

It's impossible to ignore the power of social media. More than **945 million** people visit Facebook® each month, and **four out of 10** consumers say they have used social media

to help them make a healthcare decision. With stats like that, one thing is clear: **shying away from social is the last thing healthcare marketers should do.**

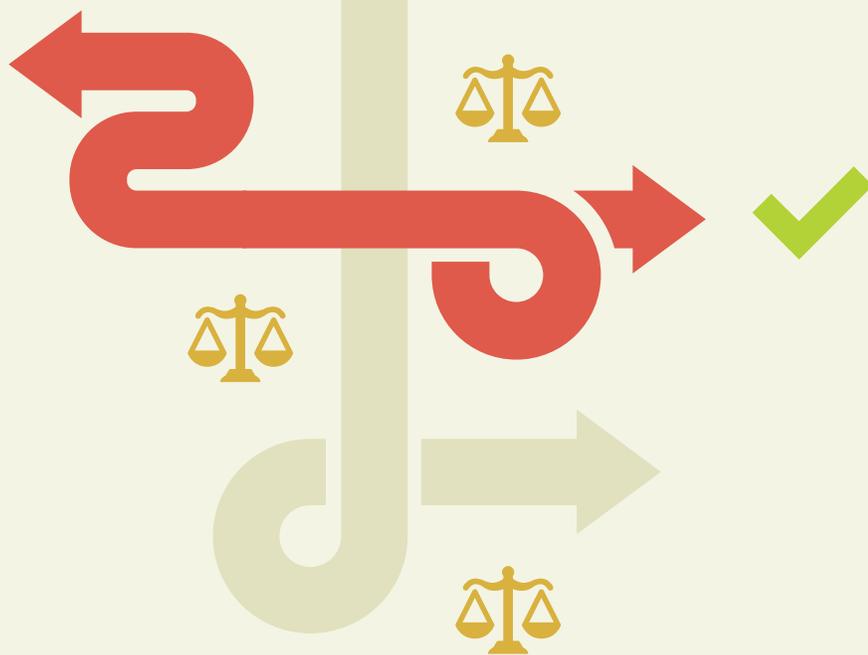
### FEATURES

### WHAT THAT MEANS FOR YOU

 Web-based dashboard	>> You have access from anywhere, at anytime
 Instant alerts	>> You know the moment a user has posted something, so you can moderate in a timely manner and keep the conversation going
 Easy content review and approval	>> Reviewing content is easy and streamlines the approval process
 Automatic post archival	>> Posts are automatically archived for future auditing purposes
 Simple event creation and friend interaction	>> It's simple to create events that consumers can interact with
 Customizable ISI and terms of use	>> You can provide disclaimers, ISI and usage information in customizable areas

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 **INTOUCH**  
SOLUTIONS®



navigate restrictions.  
maintain compliance.

In pharma, one of our top priorities is to help people make smart health decisions based on accurate information. That means we have to communicate — and control — our brand messages where patients are already spending their time.

But how do you engage consumers on a social media platform and safely navigate the restrictions of a highly regulated industry? Without careful moderation, you could put your company at risk.

engage your audience.  
control your message.



PharmaWall makes Facebook safe for pharma and puts you back in charge of your brand's message.

**How?**

- ✓ It allows users to engage with your brand and write posts.
- ✓ Finally, companies can engage in two-way dialogue on social media while minimizing risk.
- ✓ It gives you the ability to moderate — so only approved content appears on your wall.

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