

whydotpharma:	New blog post: Use #hcsmeu to join the European healthcare and social media discussion http://bit.ly/5Mtw2 <i>8/4/2009 10:50</i>
andrewspong:	New blog post: Use #hcsmeu to join the European healthcare and social media discussion: http://tr.im/vpEn <i>8/4/2009 10:19</i>
rohal:	@whydotpharma love to #hcsmeu ! even in complex europe things could be improved ;-) <i>8/4/2009 10:34</i>
msinned:	RT @whydotpharma: New blog post: Use #hcsmeu to join the European healthcare and social media discussion http://bit.ly/5Mtw2 <i>8/4/2009 10:38</i>
pierreyves:	I'm in ! RT @whydotpharma New blog post: Use #hcsmeu to join the European healthcare and social media discussion http://bit.ly/5Mtw2 <i>8/4/2009 10:52</i>
pierreyves:	@whydotpharma I'm back in Paris for a few days & will try to contribute to #hcsmeu next friday ;) <i>8/4/2009 11:03</i>
andrewspong:	Great! RT @pierreyves: @whydotpharma I'm back in Paris for a few days & will try to contribute to #hcsmeu next friday ;) <i>8/4/2009 10:52</i>
lenstarnes:	At last EU gets a voice RT @whydotpharma New blog post: Use #hcsmeu to join European healthcare & social media discussion http://bit.ly/5Mtw2 <i>8/4/2009 11:38</i>
arthur_alston:	I will be there in spirit! Use #hcsmeu to join the European healthcare and social media discussion - whydot pharma http://bit.ly/gzQ44 <i>8/4/2009 11:29</i>
Roche_com:	RT @whydotpharma Use #hcsmeu to join European healthcare&social media discussion http://bit.ly/5Mtw2 // will try to join <i>8/4/2009 11:48</i>
DocInsider:	EU healthcare, pharma, patient, legal and medical content tweeters meeting #hcsmeu Every Friday, 12:00-13:00 GMT http://bit.ly/5Mtw2 <i>8/4/2009 11:51</i>
ProyectoFarma:	RT @Roche_com: RT @whydotpharma Use #hcsmeu to join European healthcare&social media discussion http://bit.ly/5Mtw2 // will try to join <i>8/4/2009 12:31</i>
angel189:	RT @tweetmeme Use #hcsmeu to join the European healthcare and social media discussion - whydot pharma http://bit.ly/gzQ44 <i>8/4/2009 13:30</i>
ehealth_sasch:	#hcsmeu #efp @lenstarnes planning so far germany's biggest online survey on digital healthcare, this Oct. Any ideas for question items? <i>8/4/2009 13:44</i>
gesundheitswirt:	RT @whydotpharma New blog post: Use #hcsmeu to join the European healthcare and social media discussion. http://bit.ly/5Mtw2 <i>8/4/2009 14:00</i>
andrewspong:	Announcing #hcsmeu, Health Care Social Media Europe: http://tr.im/vpEn (in association with @whydotpharma) 1st tweetup noon GMT 4/8 <i>8/4/2009 14:07</i>
shwen:	RT @andrewspong: Announcing #hcsmeu, Health Care Social Media Europe:

<http://tr.im/vpEn> (in assoc w/ @whydotpharma) 1st tweetup noon GMT 4/8
8/4/2009 14:45

danamlewis:	hey #hcsml interested in HC & SM over in the EU? join @whydotpharma and @andrewspong as they kick off #hcsmeu (details: http://tr.im/vpEn) 8/4/2009 14:20
saltzberg:	Cool - #hcsml has gone global with #hcsmeu RT @andrewspong 8/4/2009 14:08
TudorReilly:	#hcsmeu looking forward to the tweetup this Friday! 8/4/2009 14:52
philbaumann:	RT @saltzberg: Cool - #hcsml has gone global with #hcsmeu RT @andrewspong 8/4/2009 14:45
andrewspong:	[CORRECTION] Announcing #hcsmeu, Health Care Social Media EU: http://tr.im/vpEn (in assocn w/ @whydotpharma) 1st tweetup noon GMT Fri *7*/8 8/4/2009 15:26
whydotpharma:	Announcing #hcsmeu, Health Care Social Media Europe: (in association with @andrewspong) 1st tweetup noon GMT Aug. 7th http://bit.ly/11JzRF 8/4/2009 14:58
whydotpharma:	Fri, 7/8 1. Tweetup #hcsmeu über Gebrauch von soz. Medien im Gesundheitswesen in EU http://bit.ly/11JzRF (in Assoziation m @andrewspong) 8/4/2009 15:15
sammiew:	Use #hcsmeu to join the European healthcare and social media discussion - RT @whydotpharma http://bit.ly/gzQ44 8/4/2009 15:18
sammiew:	@whydotpharma @andrewspong Great idea! #hcsmeu Profero are doing a lot of work in this space, pls let me know if I can help! 8/4/2009 15:32
Kineticos:	RT @whydotpharma @andrewspong Announcing #hcsmeu, Health Care Social Media Europe: 1st tweetup noon GMT Aug. 7th http://bit.ly/11JzRF 8/4/2009 15:48
ehealth_sasch:	#hcsmeu diesen Freitag live Twitter Termin zum Thema Social Media im Healthcare Sektor, http://bit.ly/11JzRF 8/4/2009 15:50
pierreyves:	12:00-13:00 GMT = 14h - 15h à Paris #hcsmeu 8/4/2009 16:14
DanaKCooper:	RT @tweetmeme Use #hcsmeu to join the European healthcare and social media discussion - whydot pharma http://bit.ly/gzQ44 8/4/2009 16:09
valboa:	@lenstarnes @ehealth_sasch #hcsmeu klingt interessant. hierzu könnte man doch eine twitter wall erstellen, http://twitterwallr.com/ 8/4/2009 17:30
bencewom:	RT @andrewspong #hcsmeu, Health Care Social Media EU: http://tr.im/vpEn (in assocn w/ @whydotpharma) 1st tweetup noon GMT Fri *7*/8 8/4/2009 17:28
fabiansefried:	Am Fr. Spannendes per #hcsmeu RT @whydotpharma: Fri,Tweetup #hcsmeu über Gebrauch von soz Medien im EU-Gesundheitswesen http://bit.ly/11JzRF 8/4/2009 18:59
odomlewis:	Follow the discussion Friday via #hcsmeu, Health Care Social Media Europe: bit.ly/vR23 1st tweetup noon GMT Aug. 7th ~via @whydotpharma

8/4/2009 23:15

odomlewis:	Follow the discussion Friday via #hcsmeu, Health Care Social Media Europe: http://bit.ly/vR23 1st tweetup noon GMT Aug 7 ~via @whydotpharma 8/4/2009 22:57
sevinfo:	RT @Kineticos @whydotpharma @andrewspong #hcsmeu, Health Care Social Media Europe: 1st tweetup noon GMT Aug. 7th http://bit.ly/11JzRF 8/5/2009 08:15
betablockr:	RT @ehealth_sasch: Use #hcsmeu to join the European healthcare and social media discussion, http://bit.ly/11JzRF 8/5/2009 11:21
JamesHarper:	Just joined #hcsmeu group from @whydotpharma and @andrewspong for EU healthcare peeps. Tweetups every Friday at noon GMT from 4th August 8/5/2009 13:26
andrewspong:	Add a search on #llyh2s to your Tweetdecks today to follow the Health 2.0 Summit at Eli Lilly USA. #hcmktg #hscsm #hcsmeu 8/5/2009 14:27
blogaceutics:	RT @sevinfo RT @Kineticos @whydotpharma @andrewspong #hcsmeu Health Care Soc Media Europe :1st tweetup noon GMT Aug 7th http://bit.ly/11JzRF 8/5/2009 14:47
DorothyBeach:	RT @andrewspong: Add a search on #llyh2s 2 yr Tweetdecks 2day 2 follow Health 2.0 Summit at Eli Lilly #hcmktg #hscsm #hcsmeu 8/5/2009 15:58
Jennifer_Seelin:	RT@andrewspong: Add a search on #llyh2s to your Tweetdecks today to follow the Health 2.0 Summit at Eli Lilly USA. #hcmktg #hscsm #hcsmeu 8/5/2009 15:47
andrewspong:	Tweetdeck & Hootsuite are gr8 tools RT @mspeir: Mayo Clinic uses hootsuite, tweetdeck to engage more actively in social media #hscsm #hcsmeu 8/5/2009 16:22
andrewspong:	How to participate in tweet-ups and conferences in real time using Tweetdeck and #hashtags: http://tr.im/vAKZ #hcsmeu #STweM 8/5/2009 18:23
DougSalz:	RT @andrewspong: How to participate in tweet-ups and conferences in real time using Tweetdeck & #hashtags: http://tr.im/vAKZ #hcsmeu #STweM 8/5/2009 18:32
swisshealth20:	@whydotpharma great initiative http://tr.im/vHJY , i booked the #hcsmeu fix in my agenda! But why use GMT when you are talking about EU? ;-) 8/6/2009 09:08
swisshealth20:	@whydotpharma i will start participating #hcsmeu starting next week. I already have some offline abligations tomorrow! 8/6/2009 09:57
whydotpharma:	RT @DougSalz: @andrewspong: How to participate in tweet-ups in real time using Tweetdeck & #hashtags: http://tr.im/vAKZ #hcsmeu #STweM 8/6/2009 09:22
AnikoLecoultre:	Reading: How to participate in tweet-ups and conferences in real time using Tweetdeck and #hashtags #hcsmeu #STweM #sgsp http://bit.ly/roDbm 8/6/2009 09:58

AnikoLecoultre:	Tomorrow starts great discussion on the European healthcare and social media. Use #hcsmeu to join. http://bit.ly/3oDfmj <i>8/6/2009 10:24</i>
pierreyves:	Première discussion santé, médias sociaux, Europe demain 13h – 14h sur twitter #hcsmeu «biogeekblog http://bit.ly/8Hego <i>8/6/2009 10:54</i>
supergelule:	Une discussion internet, santé et utilisation réseaux sociaux en Europe, demain sur Twitter (#hcsmeu) http://tinyurl.com/my97mg <i>8/6/2009 19:21</i>
cokenzen:	Pause déjeuner de demain consacrée à une discussion santé et utilisation des réseaux sociaux en Europe #hcsmeu http://tinyurl.com/l5cbza <i>8/6/2009 22:23</i>
andrewspong:	@sammielw And we'll be 34 mins 56 seconds into the inaugural #hcsmeu tweet-up :) <i>8/7/2009 08:10</i>
andrewspong:	I've created a #hcsmeu community Gdoc; if you're planning on participating, pls add yourself: http://tr.im/vQdX . How-to: http://tr.im/vQeS <i>8/7/2009 09:02</i>
whydotpharma:	#hcsmeu 1. tweetup heute 13:00 -14:00! Freue mich auf Eure Ideen und Diskussionspunkte ;-) <i>8/7/2009 09:01</i>
whydotpharma:	RT @cokenzen: Pause déjà aujourd'hui consacrée à discussion santé et utilisation des réseaux sociaux en Europe #hcsmeu - Enchantée ! <i>8/7/2009 09:28</i>
supergelule:	Hey, une discussion internet, santé et utilisation réseaux sociaux en Europe, à 13h sur Twitter (#hcsmeu) http://tinyurl.com/my97mg <i>8/7/2009 09:17</i>
blogaceutics:	Hoy de 13:00 a 14:00 CET tweetup para hablar del uso de redes sociales en la sanidad europea: ¿te unes al debate? #hcsmeu <i>8/7/2009 09:29</i>
fabianseyfried:	#Healthcare #SocialMedia #TweetUp RT @whydotpharma #hcsmeu 1. tweetup heute 13:00 -14:00! Freue mich auf Eure Ideen und Diskussionspunkte <i>8/7/2009 09:37</i>
NetDoktorde:	#Healthcare #SocialMedia #TweetUp RT @whydotpharma #hcsmeu 1. tweetup heute 13:00 -14:00! Freue mich auf Eure Ideen und Diskussionspunkte <i>8/7/2009 09:43</i>
whydotpharma:	RT @blogaceutics: Hoy de 13:00 a 14:00 CET tweetup para hablar del uso de redes sociales en la sanidad europea: ¿te unes al debate? #hcsmeu <i>8/7/2009 09:01</i>
andrewspong:	Less than 2 hours to go to the 1st #hcsmeu tweet-up. Background: http://tr.im/vpEn How-to: http://tr.im/vQeS Community: http://tr.im/vQdX . <i>8/7/2009 10:32</i>
Dominic_Tyer:	RT @andrewspong: Less than 2hrs to 1st #hcsmeu tweet-up. Backgrd: http://tr.im/vpEn How-to: http://tr.im/vQeS Community: http://tr.im/vQdX <i>8/7/2009 11:13</i>
whydotpharma:	RT @andrewspong: Less than 2 hr to go - 1st #hcsmeu tweet-up. Background: http://tr.im/vpEn How-to: http://tr.im/vQeS Community: http://tr.im/vQdX ... <i>8/7/2009 10:33</i>
blogaceutics:	@whydotpharma @andrewspong #followpharma #followfriday live tweetup on health care

and social media in Europe <http://tr.im/vpEn> #hcsmeu
8/7/2009 11:14

christianbis:	RT @andrewspong: 1st #hcsmeu tweet-up at 12GMT. Background: http://tr.im/vpEn How-to: http://tr.im/vQeS Community: http://tr.im/vQdX . 8/7/2009 11:07
andrewspong:	noon UK, 1pm CET: #hcsmeu tweet-up. Background: http://tr.im/vpEn How-to: http://tr.im/vQeS Community: http://tr.im/vQdX . 8/7/2009 11:53
pierreyves:	dans moins d'une heure : http://cli.gs/JL6Rj en espérant que twitter tienne le coup ! #hcsmeu 8/7/2009 11:39
supergelule:	#hcsmeu H-45min. Yeah! 8/7/2009 11:44
whydotpharma:	Less than 30 min to ist #hcsmeu tweet up - get your sandwiches NOW ;-) 8/7/2009 12:19
Dominic_Tyer:	Countdown begins to noon GMT tweet up RT @whydotpharma: Less than 30 min to 1st #hcsmeu tweet up - get your sandwiches NOW ;-) 8/7/2009 11:55
whydotpharma:	Less than 10 min to #hcsmeu tweet up - Are you ready? 8/7/2009 12:05
blogaceutics:	Cuenta atrás para el #hcsmeu - ¿Estás preparado? 8/7/2009 12:41
andrewspong:	5 minutes to #hcsmeu. Find today's 3 topics towards the end of this post: http://tr.im/vRes 8/7/2009 12:47
AnikoLecoultre:	I'm ready, I greatly appreciate your initiative, I agree with you, there are many things to do #hcsmeu 8/7/2009 12:09
blogaceutics:	10, 9, 8,... #hcsmeu 8/7/2009 12:44
whydotpharma:	#hcsmeu Welcome everyone to 1st tweetup on health care and social media in Europe. Pls find instructions & topics here: http://tr.im/vRes 8/7/2009 12:04
whydotpharma:	#hcsmeu 1st topic : Tell us about the use of social media in healthcare in your countries (pls send links if you can ;-) 8/7/2009 12:28
MaverickNY:	@whydotpharma @andrewspong Hey I'm here for #hcsmeu *waves from NY* 8/7/2009 12:53
andrewspong:	Haha! I've just backspaced over the same post #hcsmeu 8/7/2009 12:53
pierreyves:	#hcsmeu c'est parti ! 8/7/2009 12:10
blogaceutics:	Study conducted 1 year ago on use of social media in Spain (in Spanish): http://tinyurl.com/l2ss9l #hcsmeu 8/7/2009 12:33

Dominic_Tyer:	UK has local NHS on Twitter, eg @NHSSouthampton. And hospitals eg @OxfordRadcliffe. Do other countries have similar? #hcsmeu <i>8/7/2009 12:47</i>
whydotpharma:	@MaverickNY #hcsmeu Yeah so glad to have you on board! <i>8/7/2009 12:47</i>
angel189:	#hcsmeu Hey there! <i>8/7/2009 12:56</i>
Dominic_Tyer:	Ditto national healthservice, eg @nhsdirect @NHSChoices @NHSSwineFluNews #hcsmeu <i>8/7/2009 12:35</i>
andrewspong:	@MaverickNY Hey! TY for joining us :) #hcsmeu <i>8/7/2009 13:01</i>
blogaceutics:	@MaverickNY Welcome early bird! #hcsmeu <i>8/7/2009 12:12</i>
meducate:	I need to go next time! RT @pierreyves: #hcsmeu c'est parti ! <i>8/7/2009 12:15</i>
whydotpharma:	RT @Dominic_Tyer: UK has local NHS on Twitter, eg @NHSSouthampton, @OxfordRadcliffe., add @nhsdirect and http://bit.ly/Hjgjq #hcsmeu <i>8/7/2009 13:01</i>
angel189:	#hcsmeu Sorry is the first time I attend this format of conference, a bit handicaped <i>8/7/2009 12:40</i>
big_pink:	Hello #hcsmeu <i>8/7/2009 12:42</i>
blogaceutics:	Doc by New Dep 4 Business, Innov & Skills of UK Gov (@bisgovuk) http://tinyurl.com/kjk7a9 Useful list of twitter acc (via @manygez) #hcsmeu <i>8/7/2009 12:07</i>
andrewspong:	@Dominic_Tyer Interesting Q. What are national health provider sm presences like elsewhere in the EU? #hcsmeu <i>8/7/2009 12:08</i>
ehealth_sasch:	#hcsmeu some german pharma's and health insurers twitter with a message-paradigm, their website are still so web 1.0 (my emp. phd research) <i>8/7/2009 12:12</i>
whydotpharma:	@meducate Yes definately, let's tweet next week #hcsmeu <i>8/7/2009 12:17</i>
angel189:	#hcsmeu the pharma Spanish market face scary in dealing with social media <i>8/7/2009 12:33</i>
Roche_com:	following 1st tweetup on health care &social media in Europe. Instructions & topics here: http://tr.im/vRes #hcsmeu via @whydotpharma <i>8/7/2009 12:48</i>
pierreyves:	http://www.santelog.com/ is the #French hc professional kinda 2.0 community #hcsmeu. <i>8/7/2009 12:52</i>
AnikoLecoultre:	Sorry for that, I'm following only clinical trials, I don't know really interesting initiatives. #hcsmeu <i>8/7/2009 12:17</i>

angel189:	#hcsmeu they feel fair because of the local regulation, including the one of the pharmaceutical organization "pharmaindustria" <i>8/7/2009 12:29</i>
philbaumann:	For European Healthcare social media chats (like #hcsmeu), follow #hcsmeu - http://bit.ly/3oDfmj <i>8/7/2009 12:59</i>
MaverickNY:	Twitter is borked today #hcsmeu <i>8/7/2009 12:18</i>
ehealth_sasch:	#hcsmeu @angel189 - same in Germany - mindset is system-made, difficult for dialogue but getting better last years - health insurers improve <i>8/7/2009 12:11</i>
blogaceutics:	As far as I know @prensamenarini the only pharmaceutical company using Twitter in Spain #hcsmeu <i>8/7/2009 12:23</i>
angel189:	#hcsmeu at the same they show a lot of interest on the potential of social media as a way to relate with the different stakeholders <i>8/7/2009 12:41</i>
Boehringer:	Hello all at inaugural EU Tweet Up. John #hcsmeu <i>8/7/2009 12:20</i>
whydotpharma:	#hcsmeu Interesting sponsorship of breast cancer community blog in France by @Roche http://bit.ly/HWPhT , proves that pharma CAN do sth <i>8/7/2009 12:27</i>
andrewspong:	Interesting - new to me, TY for sharing RT @pierreyves: http://www.santelog.com/ is the #French hc professional kinda 2.0 community #hcsmeu. <i>8/7/2009 12:43</i>
big_pink:	UK is putting together working party to discuss digital media and SM use in pharma http://bit.ly/15weZj #hcsmeu <i>8/7/2009 12:50</i>
angel189:	#hcsmeu traditional health ad agencies have not got the "big picture" of social media <i>8/7/2009 12:53</i>
pierreyves:	The #French drug agency gives guidelines on pharma web uses http://cli.gs/5ZPVdY it's very "1.0" IMHO. forums are ok if moderated. #hcsmeu <i>8/7/2009 13:09</i>
blogaceutics:	I feel we are kind of living a historical moment! #hcsmeu <i>8/7/2009 12:20</i>
whydotpharma:	RT @AnikoLecoultr: I'm following only clinical trials, do you know about this site? http://bit.ly/3Setuk Are there more in EU? #hcsmeu <i>8/7/2009 12:24</i>
Roche_com:	Roche France: collaboration with blogger - Topic: living with breast cancer: http://www.femmesavanttout.com (since 2007) #hcsmeu <i>8/7/2009 12:43</i>
pierreyves:	@whydotpharma I don't think so #hcsmeu <i>8/7/2009 13:07</i>
ehealth_sasch:	@prensamenarini use great overview at http://tinyurl.com/ps4lrr #hcsmeu <i>8/7/2009 12:23</i>
cokenzen:	RT @pierreyves: http://www.santelog.com/ is the #French hc professional kinda 2.0 community #hcsmeu très interessant, site à surveiller !

8/7/2009 12:33

AnikoLecoultrre:	@whydotpharma #hcsmeu Thank you, I will study it! 8/7/2009 13:08
andrewspong:	@blogaceutics And you don't mean 12:34:56 7/8/9, do you? :) #hcsmeu 8/7/2009 12:27
michlr:	RT @PhilBaumann: For European Healthcare social media chats (like #hcsmeu), follow #hcsmeu - http://bit.ly/3oDfmj >thanks. 8/7/2009 12:29
angel189:	#hcsmeu you all are invited to attend in Madrid http://bit.ly/i2A7k 8/7/2009 12:45
whydotpharma:	RT @pierreyves: #French drug agency guidelines on pharma web use http://cli.gs/5ZPVdY very "1.0" IMHO. forums ok if modareted.- cool #hcsmeu 8/7/2009 13:01
pierreyves:	IMO more & more hcsmeu initiatives will emerge from the young hc professionals/students /digital natives community #hcsmeu at leats in France 8/7/2009 12:40
angel189:	#hcsmeu perhaps we can run it at the same time via twitter like this great today's event 8/7/2009 12:45
Dominic_Tyer:	Impressive & interesting. So what can pharma do in EU RT @Roche_com: Roche France: collaboration with blogger http://bit.ly/CF8Hh #hcsmeu 8/7/2009 12:48
whydotpharma:	@pierreyves #hcsmeu, am with you, but coolthat there is SOMETHING.. 8/7/2009 12:18
Roche_com:	Accu-Chek Germany: interactive board for parents of kids with diabetes http://bit.ly/13pSGQ #hcsmeu 8/7/2009 13:01
ThinkingFox:	Hello #hcsmeu :) 8/7/2009 12:46
angel189:	#hcsmeu I think we all are privileged: entrepreneurs paving the way on social media in healthcare 8/7/2009 13:11
ehealth_sasch:	#hcsmeu pharma and hc can do a lot -mindset is missing - example for open innovation.. http://tinyurl.com/bu3j3q similar to mystarbucksidea 8/7/2009 12:25
angel189:	#hcsmeu it is a bit tough, but at the same time really exciting 8/7/2009 12:39
Roche_com:	Accu-Chek Germany: using Twitter to support product launch @aviva_nano_de @combo_de @ac_mobile_de #hcsmeu 8/7/2009 12:20
andrewspong:	OK, so now I'm beginning to think 3 topics in 60 minutes was ambitious. I'll need a lie down after this. :) #hcsmeu 8/7/2009 12:24
andrewspong:	Shall we move on to our next discussion point, namely... #hcsmeu 8/7/2009 12:57

andrewspong:	2. What are the most important differences between the use of social media EU vs. US? #hcsmeu 8/7/2009 13:19
nicoleljohnson:	UK is putting together working party to discuss digital media and SM use in pharma http://bit.ly/15weZj #hcsmeu (via @big_pink) 8/7/2009 12:21
whydotpharma:	Check out UK and French soc med guideline status F: http://cli.gs/5ZPVdY UK: http://bit.ly/15weZj Tx, @pierreyyves and @big_pink #hcsmeu 8/7/2009 12:41
blogaceutics:	I find interesting to compare EFPIA and PhRMA web sites. PhRMA use a Twitter account and EFPIA does not... #hcsmeu 8/7/2009 13:13
AlainClergeot:	Hello from my holidays... #hcsmeu 8/7/2009 12:32
angel189:	#hcsmeu to foster social media in healthcare in Spain & the EU we have just set-up a community http://myideagoras.ning.com join us! 8/7/2009 12:55
blogaceutics:	One of the main differences between EU and US is that DTC of Rx brands is not allowed in EU. A hurdle for SM adoption by pharma. #hcsmeu 8/7/2009 13:11
AnikoLecoultrre:	#hcsmeu There is a huge difference between clinical trials 2.0 US and EU. Do you intend to focus on clinical trials too ? 8/7/2009 12:39
pierreyyves:	Salut Alain ! RT @AlainClergeot: Hello from my holidays... #hcsmeu Alain blog's http://lasantedanslacite.wordpress.com/ 8/7/2009 13:14
MaverickNY:	RT @blogaceutics: One of main differences btw EU & US is DTC of Rx brands is not allowed in EU. A hurdle for SM adoption by pharma #hcsmeu 8/7/2009 12:33
angel189:	#hcsmeu I think the US has began to walk, while EU is still a baby to feed fears what regards regulatory issues, AE reports, are the same 8/7/2009 12:50
big_pink:	In UK pharma companies want to join SM but still think conversation is SHOUTING at people #hcsmeu 8/7/2009 12:53
Dominic_Tyer:	@blogaceutics Try @efpia and @efpiacomms - clearly they need to work on their profile then ;-) (efpia comms links to their blog) #hcsmeu 8/7/2009 13:16
ehealth_sasch:	#hcsmeu germanys rx target group was and still mostly is the doctor, using congress, direct mail and rep as "marketing" instruments 8/7/2009 13:15
skoko:	Thinking about language being an aspect for EU social media: discussions don't travel so universally if not in english #hcsmeu 8/7/2009 13:20
angel189:	#hcsmeu unbranded DTC activities can be run with social media: erectil disfunction, glaucoma, osteoporosis, quit smoking, etc 8/7/2009 12:39
MaverickNY:	Differences btw EU and US may boil down to Thinkers and Doers http://bit.ly/21DDQk at

least sometimes in my ltd experience #hcsmeu
8/7/2009 12:46

whydotpharma: @AlainClergeot Bonjour, merci de vou joindre à nous de vos vacances #hcsmeu
8/7/2009 13:06

AlainClergeot: Hello and thanks @pierreyyves Pierre-Yves's blog <http://biogeekblog.com/> #hcsmeu
8/7/2009 13:16

angel189: #hcsmeu its amazing, non of the top 100 url's visited by Spaniards to get health information are from pharma companies
8/7/2009 12:40

angel189: #hcsmeu which means, people want to know, pharmas do not connect
8/7/2009 12:31

big_pink: Low experience and poor skill set is one of EU biggest differences in SM compared to US.
#hcsmeu
8/7/2009 12:35

AlanRae: RT @MaverickNY: Differences btw EU and US may boil down to Thinkers and Doers
<http://bit.ly/21DDQk> #hcsmeu // please say its not true
8/7/2009 12:49

blogaceutics: @MaverickNY Right! Some organizations 'bogged down in analysis by paralysis or paralysis by analysis' #hcsmeu
8/7/2009 13:18

angel189: #hcsmeu hey, I am in theoretical holidays as well, sitting on the grass and kids running around me!!
8/7/2009 13:25

pierreyyves: RT @pierreyyves: @big_pink same in France #hcsmeu
8/7/2009 12:34

sammieiw: Hey- sorry late, tied up with client meeting #hcsmeu
8/7/2009 12:46

mikey3982: @big_pink Agree, SM has the gr8 promise that we can inform AND cocreate solutions. The days of shouting at patients has ended? #hcsmeu
8/7/2009 13:00

msinned: Internet penetration in US exceeds that of EU, although more users in Europe #hcsmeu
<http://bit.ly/HavIS>
8/7/2009 13:02

ehealth_sasch: #hcsmeu if i present to hc industry cases like patientslikeme or iphone prescription diary and similar - audience goes "wwoww"
8/7/2009 13:13

whydotpharma: GSK France website/blog on healthcare future <http://bit.ly/UVy4z> and <http://bit.ly/uhSLm>
#hcsmeu
8/7/2009 13:20

blogaceutics: RT @angel189: #hcsmeu its amazing, NONE of the top 100 url's visited by Spaniards to get health information are from pharma companies
8/7/2009 12:31

Roche_com: RT @blogaceutics One of main differences btw EU & US is that DTC of Rx brands is not allowed in EU. #hcsmeu // but SM is not just about Rx
8/7/2009 12:51

andrewspong:	Whilst DTC Rx drug ad embargo precludes one end of the EU pharma/patient convo, there's no excuse not to engage at every other point #hcsmeu 8/7/2009 13:03
angel189:	#hcsmeu sorry, I have to leave, stay in touch and looking forward to connect with you again next Friday, congrats for the initiative!! 8/7/2009 13:15
andrewspong:	Yet this is broadly speaking what is happening. #hcsmeu 8/7/2009 13:21
whydotpharma:	@sammielw welcom! Come on in ;-) #hcsmeu 8/7/2009 12:46
andrewspong:	Pharma EU needs iron-willed sm advocates who are prepared to champion sm as an authentic means of improving pharma's image #hcsmeu 8/7/2009 13:20
ehealth_sasch:	#hcsmeu @roche_com you speak from my social media heart => thx! 8/7/2009 13:24
andrewspong:	@angel189 TY for joining us! See you next week #hcsmeu 8/7/2009 12:38
blogaceutics:	@Dominic_Tyer Right! I was comparing home pages #hcsmeu 8/7/2009 12:49
andrewspong:	RT @mdbraber: Interesting question: Who is leading IT & Health in the Netherlands? Who would you pick? #hcsmeu 8/7/2009 13:09
whydotpharma:	RT @blogaceutics @angel189: #hcsmeu NONE of the top 100 url's visited in Spain for health info are from pharma - same for Germany! 8/7/2009 12:45
ehealth_sasch:	@blogaceutics #hcsmeu nearly same situation in Germany, hc portals run by trad. publishers make the traffic race 8/7/2009 12:51
sammielw:	There is opportunity to use SM in consumer focused educational campaigns, and brands are doing this at the moment in EU #hcsmeu 8/7/2009 13:03
MaverickNY:	My perception is that EU pharma are less likely to challenge regulatory whereas US will bulldoze until they get something #hcsmeu 8/7/2009 13:07
pierreyves:	RT @whydotpharma: GSK France website/blog on healthcare future http://bit.ly/UVy4z and http://bit.ly/uhSLm #hcsmeu 8/7/2009 13:28
whydotpharma:	Do you think, soc med audience in EU is large enough vs. US? Are we disadvantaged by language divide? #hcsmeu 8/7/2009 13:05
laikas:	RT @PhilBaumann: 4 European Healthcare social media chats, follow #hcsmeu - http://bit.ly/3oDfmj @andrewspong does a good job there 8/7/2009 13:24
big_pink:	Whilst EU DTC for Rx drugs is not aloud there is value in SM for compliance, disease awareness and much more... #hcsmeu 8/7/2009 12:42
sammielw:	The Digital Marketing Awards (PM) only had 1category focusing on social media, and the

rest was celebrating DVDs/CDROMs not web2.0 #hcsmeu
8/7/2009 12:46

mikey3982: @andrewspong Authenticity is key AND also blatant integrity (1). WHY is pharma doing this?(credit to @annemcx for this phrase.) #hcsmeu
8/7/2009 13:00

blogaceutics: @Roche_com I agree, but how many top managers of pharma companies in Europe share this perspective? #hcsmeu
8/7/2009 13:08

MaverickNY: @whydotpharma it's not just language, it's also attitude - aggressive vs. academic #hcsmeu
8/7/2009 13:09

skoko: RT @andrewspong DTC Rx drug ad embargo slows one end of EU pharma/patient convo, but no excuse not 2 engage at other point #hcsmeu // agree!
8/7/2009 13:24

mdbraber: RT @PhilBaumann: 4 European Healthcare social media chats, follow #hcsmeu - <http://bit.ly/3oDfmj> @andrewspong does a good job there
8/7/2009 13:29

andrewspong: Changing pharma's attitudinal disposition=barrier to sm adptn. It's @jonmrich et al's 'sm is relational, not transactional' paradigm #hcsmeu
8/7/2009 12:37

laikas: RT @laikas: 4 European Healthcare social media chats, follow #hcsmeu - @andrewspong does a good job there >> and @Maverick_NY as well!
8/7/2009 12:38

AlainClergeot: @whydotpharma It is ture... language is an issue in Europe #hcsmeu
8/7/2009 13:33

andrewspong: @sammielw That is nothing short of terrifying. Were they handing out buckets of sand to put your head in at the door? #hcsmeu
8/7/2009 13:34

AnikoLecoultre: @MaverickNY I agrre with you, it's mainly attitude #hcsmeu
8/7/2009 12:40

andrewspong: @laikas Hello! TY for joining us #hcsmeu
8/7/2009 13:22

mdbraber: @andrewspong biggest differences EU/US: reimbursement schemes (who pays what) #hcsmeu
8/7/2009 13:31

ehealth_sasch: #hcsmeu sm usage in Germany is "social milieu"-separated: those are educated, early adopter, outgoing, mobile, and younger, education beats
8/7/2009 12:51

blogaceutics: @whydotpharma I think there are more decision power centers... #hcsmeu
8/7/2009 13:14

nhsdirect: We're following the European Healthcare Social Media conference - #hcsmeu. Lots of interesting comments.
8/7/2009 13:21

big_pink: Digital Marketing Awards - lack of SM @sammielw Believe me it was nearly worse than that. ALL e-details!! #hcsmeu
8/7/2009 12:44

mdbraber:	@andrewsprong I like the #hcsmeu hashtag but discussion is a bit scattered all over the place :-) 8/7/2009 12:53
MaverickNY:	@laikas well am an Englishman in NY so have a transatlantic perspective I guess ;-) #hcsmeu 8/7/2009 13:01
andrewspong:	@nhsdirect TY for following #hcsmeu 8/7/2009 13:03
whydotpharma:	RT @mdbraber: @andrewsprong biggest differences EU/US: reimbursement schemes (who pays what) #hcsmeu Very true. 8/7/2009 13:05
mdbraber:	@andrewsprong biggest differences EU/US: reimbursement schemes (who pays what) #hcsmeu 8/7/2009 13:17
White_Box:	RT @nhsdirect - We're following the European Healthcare Social Media conference - #hcsmeu. Lots of interesting comments. 8/7/2009 13:17
blogaceutics:	Welcome @shwen #hcsmeu 8/7/2009 12:42
pierreyves:	@big_pink agree, but regulatory framework is very tough in EU #hcsmeu. pharma compliance online programs are questioned by EC. 8/7/2009 13:13
whydotpharma:	RT @AnikoLecoultre: @MaverickNY I agree with you, it's mainly attitude #hcsmeu yes and higher fear of privacy issues etc. 8/7/2009 13:17
MaverickNY:	RT @angel189: #hcsmeu the US has began to walk, while EU is still a baby to feed fears wrt regulatory issues, AE reports, r same (agreed) 8/7/2009 13:31
sammieiw:	Language shouldn't be a barrier, about creating content that can work in multiple languages. Should global pharma be leading this? #hcsmeu 8/7/2009 13:35
andrewspong:	@mdbraber quite. Massive difference between first principles - rationing scarce resource EU vs meeting hc consumer demand US #hcsmeu 8/7/2009 12:54
skoko:	different languages or rather sharing across non-native language can be additional barrier that slows adoption #hcsmeu 8/7/2009 12:54
whydotpharma:	RT @shwen Depends what objective is... If it's to engage EU folks w/ spec language, then #small anyway, but shouldn't mix languages. #hcsmeu 8/7/2009 13:11
andrewspong:	@shwen Hey! TY for joining us #hcsmeu 8/7/2009 13:12
andrewspong:	Good grief! Where did the last 40 mins go? Time for topic 3... #hcsmeu 8/7/2009 12:54
shwen:	@blogaceutics @andrewspong Thx 4 the warm welcome, guys! Glad to be here - discussion looks gr8 so far! #hcsmeu 8/7/2009 13:22

andrewspong:	3. What is the key driver of hcsmeu adoption in your country? Patient advocacy, hcp bloggers, or national health systems? #hcsmeu 8/7/2009 13:37
big_pink:	Big Pharma in EU can't respond fast enough to participate in SM. Conversation is over before they have approval. #hcsmeu 8/7/2009 13:42
whydotpharma:	@andrewspong Great minds think alike ;-) #hcsmeu 8/7/2009 13:24
blogaceutics:	At least one has already be mentioned: mindset, attitude #hcsmeu 8/7/2009 12:54
ehealth_sasch:	#hcsmeu over 70% of all german healthcare seeker traffic lands on hc startups with sm applications or hc portals with communities / forums 8/7/2009 13:25
sammieiw:	@big_pink Disagree its about the type of social media you choose. Big pharma can play in the space! #hcsmeu 8/7/2009 13:30
Dominic_Tyer:	Exceptions to the rule @boehringer @roche_com RT @big_pink: Big Pharma in EU can't respond fast enough for SM. #hcsmeu 8/7/2009 13:31
shwen:	@big_pink I don't think it's just EU - i think that's a universal pharma problem (re: response time) #hcsmeu 8/7/2009 13:43
andrewspong:	From a UK perspective, this feels almost like an underground movement at the moment. #hcsmeu 8/7/2009 13:43
MaverickNY:	Ultimately many Pharma cos are taking baby steps in SM because of fear of being left behind. But see it as another push channel #hcsmeu 8/7/2009 12:56
big_pink:	In UK patients and patient groups drive hcsme. #hcsmeu 8/7/2009 13:24
pierreyves:	The Fr. pharma association is turning to SM ! http://www.youtube.com/user/ObservatoireLeem , twitter, http://www.leem-recherche.org/ #hcsmeu 8/7/2009 13:25
whydotpharma:	RT @big_pink: Pharma in EU can't respond fast enough to participate in SM. Conversation is over b4 approval. #hcsmeu true, but same in US 8/7/2009 13:35
AnikoLecoultre:	#hcsmeu I think a community could be. But for this, as we know, there are conditions: numbers, initiatives, projects,.. 8/7/2009 12:47
andrewspong:	Patient advocate SM champions have transparency, relevance, reciprocity, authenticity, commitment 'baked in' #hcsmeu 8/7/2009 13:02
philbaumann:	@michlr No problem. Hope you find it useful. @andrewspong & @whydotpharma are top leaders. #hcsme #hcsmeu 8/7/2009 13:23
whydotpharma:	@Dominic_Tyer correct, and they are ahead of many US pharma #hcsmeu 8/7/2009 13:46

ehealth_sasch:	#hcsmeu @big_pink simiar picture in GER together with startups like www.imedo.de 8/7/2009 12:53
big_pink:	@sammielw: Big pharma can play in the space! - Of course they can, but they aren't any good at it. escp compared to FMCG #hcsmeu 8/7/2009 13:20
Roche_com:	@Dominic_tyer thx for acknowledging! but @big_pink has got a point there. Working on it though... #hcsmeu 8/7/2009 13:45
andrewspong:	Don't want to say it's 'harder' for pharma (exc.DTC Rx ads) to participate in the same way. It needn't be. It's a change mgmnt issue #hcsmeu 8/7/2009 13:05
Dominic_Tyer:	@MaverickNY too true #hcsmeu 8/7/2009 13:23
ehealth_sasch:	#hcsmeu generally: digital hc and hc sm communication happens outside(!) the GER healthcare stakeholders - what about your countries? 8/7/2009 12:54
shwen:	@sammielw @big_pink I wuld disagree abt "not any good" - I think @JNJcomm @Boehringer have done gr8 job so far. It's relative. #hcsmeu 8/7/2009 12:53
AlainClergeot:	@andrewsprong in France, national health system is not at all a key driver of hcsmeu... #hcsmeu 8/7/2009 13:39
MaverickNY:	RT @shwen: @sammielw @big_pink I wuld disagree abt "not any good" - I think @JNJcomm @Boehringer have done gr8 job so far. #hcsmeu Agreed 8/7/2009 13:44
andrewspong:	Biggest NHS barrier to driving sm IMO is internal: lack of comms. Needs external help to standardize & implement sm best practice #hcsmeu. 8/7/2009 13:06
supergelule:	#hcsmeu @AlainClergeot nor professional organizations... 8/7/2009 13:18
supergelule:	#hcsmeu hi all.... We're so late... 8/7/2009 13:35
sammielw:	@big_pink @shwen I believe there are some good examples- however need to accept we will never be able to do what FMCG does- legal #hcsmeu 8/7/2009 12:53
blogaceutics:	Pharma industry is conservative by nature. Business cycles are long and legal framework stringent #hcsmeu 8/7/2009 13:13
whydotpharma:	RT @AlainClergeot: @andrewsprong in France, national health system is not at all a key driver of hcsmeu... #hcsmeu same in Germany 8/7/2009 13:41
skoko:	RT @andrewspong From a UK perspective, this feels almost like an underground movement #hcsmeu // better grassroots than nothing 8/7/2009 12:54
AlainClergeot:	@supergelule you was sleeping...??? #hcsmeu 8/7/2009 12:56
big_pink:	@shwen - Yes, but that's really just the drive of one dedicated man :) @Boehringer. Not

representative of rest of UK industry. #hcsmeu
8/7/2009 13:02

shwen: @sammielw @big_pink Yes! Highly reg'd industries MUST be different, just by nature of regulations. How do we adapt is key Q, IMHO. #hcsmeu
8/7/2009 13:52

andrewspong: It's worth pointing out in a discussion of 'is pharma driving sm adoption' that @Roche_com is here contributing, officially. #hcsmeu
8/7/2009 13:08

AlainClergeot: The key issue for Pharma in EU is legal, legal, legal... #hcsmeu
8/7/2009 13:18

sammielw: Its about playing in this space with the rules we have.E.g not jputting dry content on YouTube but creating content for audience #hcsmeu
8/7/2009 13:25

pierreyves: Thx @Dominic_Tyer great network. I will explore it later on. #hcsmeu
8/7/2009 13:33

andrewspong: And @boehringer :) #hcsmeu
8/7/2009 13:41

supergelule: #hcsmeu Patients associations could be a key driver of hcsme... But in France, maybe they don't feel the need of this type of communication.
8/7/2009 12:59

skoko: RT @shwen : @sammielw @big_pink I wuld disagree abt "not any good" - I think @JNJcomm @Boehringer have done gr8 job so far. #hcsmeu Agreed
8/7/2009 13:12

MaverickNY: Another difference btw EU and US is comms - reactive vs. proactive #hcsmeu
8/7/2009 13:13

blogaceutics: In Spain we have 17 different health systems (national health is decentralised) #hcsmeu
8/7/2009 13:22

CultureMatters: RT @MaverickNY: Differences btw EU and US may boil down to Thinkers and Doers <http://bit.ly/21DDQk> #hcsmeu
8/7/2009 13:25

shwen: @andrewspong Yes! That is a testament to changing mindsets - really impressed to see @Roche_com here. Change is in the air ;-) #hcsmeu
8/7/2009 13:42

blogaceutics: @AlainClergeot That sometimes may be used as a false excuse #hcsmeu
8/7/2009 13:24

ehealth_sasch: #hcsmeu Does pharma violate regulation if offering a multimedia diabetes coach for your ihpone without your data leaving your phone?
8/7/2009 13:24

shwen: @big_pink It starts with one or two ppl. Need champions in every org to help others undertand. Not ideal, but pratcial. #hcsmeu
8/7/2009 13:28

big_pink: Totally agree - RT @sammielw: E.g not putting dry content on YouTube but creating content for audience #hcsmeu
8/7/2009 13:38

pierreyves: @AlainClergeot ... and top-mgmt adhesion :) we need web-evangelists in France. #hcsmeu
8/7/2009 13:17

whydotpharma: RT @sammielw: Its about playing with the rules we have & creating content for audience

#hcsmeu which means u have to know ur audience
8/7/2009 13:20

andrewspong:	@sammielw Pharma's understanding the sm ground rules *before* implementing a sm strat plan is certainly a good place to start :) #hcsmeu 8/7/2009 13:07
MaverickNY:	RT @shwen: @big_pink It starts with 1 or 2 ppl. Need champions in every org to help others undertand. Not ideal, but pratical #hcsmeu Yes! 8/7/2009 13:15
Roche_com:	RT @sammielw there are some good examples- however need to accept we will never be able to do what FMCG does- legal #hcsmeu //agreed 8/7/2009 13:16
mikey3982:	@sammielw best point today "not putting dry content on you tube" #hcsmeu TY 8/7/2009 13:39
AlainClergeot:	legal, legal, legal... means NO RISK... @blogaceutics I agree may be used as a false excuse #hcsmeu 8/7/2009 13:01
f1000:	Pharma has woken up to SM: RT @andrewspong ... @Roche_com and @boehringer here contributing, officially. #hcsmeu 8/7/2009 13:04
sammielw:	sammielw@shwen @big_pink Agreed- where organisation has a multi-channel managers to work with brand teams, start seeing innovation #hcsmeu 8/7/2009 13:06
whydotpharma:	RT @supergelule: #hcsmeu Patients assoc could be a key driver .. But in France, don't feel the need - some do http://bit.ly/1rg778 8/7/2009 13:33
MaverickNY:	RT @nhsdirect: @sammielw @big_pink Youtube: very interested in your thoughts on this subject. Something we're looking towards. #hcsmeu 8/7/2009 13:46
philbaumann:	Won't see much change until the key players play with & understand the media themselves. How else can it happen? #hcsmeu 8/7/2009 13:48
andrewspong:	@sammielw Where's pharma's 'JK wedding entrance dance', that's what I want to know :) #hcsmeu #youtube 8/7/2009 13:00
Roche_com:	Thank you! RT @andrewspong It's worth pointing out ... that @Roche_com is here contributing, officially #hcsmeu 8/7/2009 13:07
whydotpharma:	Great example of French MS patient groups use of social media http://bit.ly/1rg778 #hcsmeu 8/7/2009 13:07
blogaceutics:	Don't complain about the playground. It's the same for all. Just play! #hcsmeu 8/7/2009 13:56
whydotpharma:	RT @philbaumann: Won't see much change until the key players play with & understand the media themselves. #hcsmeu Agree 8/7/2009 13:56
shwen:	@AlainClergeot IMHO, legal is just 1 - Reg & IT may also b issues (eg. firewalls). All need edu n understanding in order to adapt. #hcsmeu 8/7/2009 13:58

MaverickNY:	SM in EU will improve faster when they start relating it to corporate strategy not to isolated tactics #hcsmeu 8/7/2009 13:12
supergelule:	@pierreyves And top mgmt adhesion... That's a key for Pharma. Maybe SM seems to be too risky today. #hcsmeu 8/7/2009 13:21
supergelule:	RT @whydotpharma: Great example of French MS patient groups use of social media http://bit.ly/1rg778 #hcsmeu 8/7/2009 13:37
sammieiw:	Its coming soon- honestly, will be able to share in a few weeks @andrewspong #hcsmeu 8/7/2009 13:42
AlainClergeot:	AlainClergeot@pierresyves you have to train the French top-management...;-)))... #hcsmeu 8/7/2009 13:58
blogaceutics:	Nice example of a community of diabetes patients in Spain @estudiabetes #hcsmeu 8/7/2009 13:16
whydotpharma:	RT @Dominic_Tyer UK pat groups involved too. @asthmauk - #followfriday @eczemasupport @MSTrust @Kidney_Research and others #hcsmeu 8/7/2009 13:33
pierreyves:	@whydotpharma @supergelule: #hcsmeu French Patients assoc SM involvement in strong on facebook too. 8/7/2009 13:33
blogaceutics:	RT @MaverickNY: SM in EU will improve faster when they start relating it to corporate strategy not to isolated tactics #hcsmeu 8/7/2009 13:44
andrewspong:	That's the hour! Conversation may well continue on this hashtag, but that's the 'official' end. 1K TY to all. See you next wk! #hcsmeu 8/7/2009 13:14
whydotpharma:	RT @pierreyves: @whydotpharma @supergelule: #hcsmeu French Patients assoc SM involvement in strong on facebook too. And great videos! 8/7/2009 13:27
supergelule:	@AlainClergeot In Europe, maybe SM has to wait the "end" of medical reps? #hcsmeu 8/7/2009 13:28
sammieiw:	RT @MaverickNY: SM in EU will improve faster when they start relating it to corporate strategy not to isolated tactics #hcsmeu Agree! 8/7/2009 13:35
andrewspong:	RT @MaverickNY: SM in EU will improve faster when they start relating it to corporate strategy not to isolated tactics #hcsmeu 8/7/2009 13:51
pierreyves:	@supergelule risky + ignored most of the time... once again we need champions/evangelists to educate people on the benefits of hcsmeu #hcsmeu 8/7/2009 13:39
Dominic_Tyer:	@andrewspong @whydotpharma That was great. Thanks for setting it up - already looking forward to next week's topics. #hcsmeu 8/7/2009 13:41
whydotpharma:	RT @MaverickNY: SM in EU will improve faster when they start relating to corporate strategy not isolated tactics #hcsmeu & disease mana ... 8/7/2009 13:45

andrewspong:	@MaverickNY pharma sm activity still often seems to be 'sandboxing'. No sense of acceptance, commitment coming through yet #hcsmeu 8/7/2009 13:10
shwen:	#hcsmeu TY to all ! Sorry I was late - hope the convo continues, tho I have to run to non-pharma SM B'fast event now :-) 8/7/2009 13:10
MaverickNY:	RT @sammielw where organisation has a multi-channel managers 2 work with brand teams, start seeing innovation #hcsmeu Agreed but res smaller 8/7/2009 13:18
AlainClergeot:	@supergelule SM has alternative to Medical reps... great idea to save money... #hcsmeu 8/7/2009 13:26
supergelule:	@whydotpharma French patients assoc involvement should have a stronger support from french media too... #hcsmeu 8/7/2009 13:28
whydotpharma:	RT @supergelule: @AlainClergeot In Europe, maybe SM has to wait the "end" of medical reps? #hcsmeu Gosh, I hope not! I hope it IS the end 8/7/2009 13:32
andrewspong:	'In many cases,' I must add! Present company excepted :) #hcsmeu @boehringer @roche_com 8/7/2009 13:06
shwen:	And congrats to @whydotpharma & @andrewspong for the inaugural, official launch of the #hcsmeu twit-chats! Hope it continues to flourish! 8/7/2009 13:19
blogaceutics:	@whydotpharma @andrewspong Thx again for this rewarding initiative. I have to go.... Nice weekend to all! #hcsmeu 8/7/2009 13:31
AnikoLecoultre:	#hcsmeu It was my first twettup, TY! It was interesting. I find the idea of a platform interesting! We could discuss next Friday, great WE! 8/7/2009 13:45
pierreyves:	#hcsmeu was mentionned more than 300 times according to my tweetie. wow ! 8/7/2009 13:24
whydotpharma:	That's the end! Conversation may continue,of course. See you next wk! #hcsmeu Tx, Danke, Merci, Gracias... 8/7/2009 13:34
big_pink:	Thanks for a great tweet-up. See you next time. #hcsmeu 8/7/2009 13:50
andrewspong:	On behalf of @whydotpharma and myself, TY to everyone who has taken the time to participate in the 1st #hcsmeu 8/7/2009 13:54
andrewspong:	3 topics: too many? Too few? Just right? #hcsmeu 8/7/2009 13:29
supergelule:	@whydotpharma: Big question.... The end or Not? Maybe not at all... #hcsmeu 8/7/2009 13:31
stragglewaybio:	diagnostic tests for #H1N1 give low sensitivity #hcsmeu #biotech #pharma http://tinyurl.com/n3b93s 8/7/2009 13:31
MaverickNY:	#hcsmeu take a look at what US hospitals are already doing as a community model/starting

pt <http://tinyurl.com/l5laso>
8/7/2009 13:41

whydotpharma:	#hcsmeu thank you so much for participating and pls let us know any discussion topics you would like to see next week ;-) 8/7/2009 13:51
AlainClergeot:	I have to leave... it was an excellent initiative... looking forward to tweeting all together soon... bye bye...!!! #hcsmeu 8/7/2009 13:17
ValerieGD:	@whydotpharma @andrewsprong #hcsmeu - great initiative, txs 8/7/2009 13:20
pierreyves:	Thx @whydotpharma @andrewspong for setting up #hcsmeu. lot of info & ideas ! 8/7/2009 13:40
skoko:	RT @shwen IMHO, legal is just 1 - Reg & IT may also b issues (eg. firewalls). All need edu in order to adapt. #hcsmeu // so true! 8/7/2009 13:47
supergelule:	To really compare price of a classic medical contact (reps) and SM contact... Maybe it's a part of the solution. #hcsmeu 8/7/2009 13:57
MaverickNY:	#hcsmeu thanks @whydotpharma and @andrewspong for a great tweetup! See you next week :-) 8/7/2009 13:35
cadelarge:	RT @blogaceutics: Don't complain about the playground. It's the same for all. Just play! #hcsmeu 8/7/2009 13:42
AnikoLecoultre:	@andrewspong #hcsmeu 3 topics just right for me. TY again for initiative! 8/7/2009 13:15
supergelule:	Many thanks to @whydotpharma and @andrewspong for the idea... #hcsmeu 8/7/2009 13:50
ehealth_sasch:	#hcsmeu thx to all of you from Berlin - tell me if you know any other GER situated hc sm pros =) 8/7/2009 13:55
Roche_com:	Thank you @whydotpharma @andrewspong &everybody for the initiative! Great input & food for thought again. Have a nice weekend! #hcsmeu 8/7/2009 13:51
stragglewaybio:	Liking this advice from STweM on how to use twitter at confs http://tinyurl.com/mesx94 #hcsmeu #biotech #pharma 8/7/2009 13:49
nicoleljohnson:	@MaverickNY #hcsmeu Holy maccaronni - what a great discussion to wake up to! Can tell ya'll are a few hours ahead. ;) great conversation!! 8/7/2009 14:10
nicoleljohnson:	@MaverickNY #hcsmeu - is anyone going to @DigiPharm in London Sep 22-25? Hope to continue the discussion in person. 8/7/2009 13:34
odomlewis:	Check out UK & French soc med guideline status UK: http://bit.ly/zV6it F: http://bit.ly/17KYa3 ~@pierreyves @big_pink @whydotpharma #hcsmeu 8/7/2009 14:10
andrewspong:	Only if I can get in the sm way, i.e. for free :) @nicoleljohnson @MaverickNY: anyone going to @DigiPharm in London 22-25/9? #hcsmeu

8/7/2009 13:42

ellenhoenig:	RT @MaverickNY #hcsmeu take a look at what US hospitals are already doing as a community model/starting pt http://tinyurl.com/l5laso 8/7/2009 13:48
meducate:	@whydotpharma #hcsmeu Knowing your audience isn't something new just something new for some (I know I'm behind in tweeting today, sorry) 8/7/2009 13:52
cokenzen:	#hcsmeu excellente initiative... pour ma part peu de temps pour suivre mais merci, pleins d'infos à étudier à froid :) 8/7/2009 14:04
ThinkingFox:	RT @big_pink: Digital Marketing Awards - lack of SM @sammielw Believe me it was nearly worse than that. ALL e-details!! #hcsmeu 8/7/2009 14:36
andrewspong:	@SmartBitches TY for the rec, glad you're enjoying the content. Now, tell me you flwd #hcsmeu and I'll be *really* impressed. #followfriday 8/7/2009 14:34
SmartBitches:	@andrewspong What is #hcsmeu ? #followfriday 8/7/2009 15:00
SmartBitches:	@andrewspong Alas, that hour is while I'm commuting-I missed it. am looking now. #hcsmeu #followfriday 8/7/2009 15:04
sammielw:	I am running a workshop @DigiPharm so will be attending :D (@andrewspong @nicolejohnson @MaverickNY) in London 22-25/9 #hcsmeu 8/7/2009 15:19
rohal:	#zorgictnl Yob, hier is Rob. Was scanning the #hcsmeu - could not participate earlier.. Very interesting. 8/7/2009 15:08
blogaceutics:	Today I've become aware about the Twitter account of @efpia They are posting since June 30th. #followpharma #hcsmeu 8/7/2009 15:38
rohal:	#hcsmeu don't know whether you talked about it already Would one in health care cover the person at the social media and the real one? next 8/7/2009 15:35
rohal:	#hcsmeu e.g. in compliance improvement how through social media improving compliance behaviour in health care? 8/7/2009 15:41
blogaceutics:	RT @epharm: The C-Tweet: Where are all the Healthcare CEO's on Twitter? http://bit.ly/28q40h #hcsmeu 8/7/2009 15:56
LASports4Kids:	RT @nhdirect: We're following the European Healthcare Social Media conference - #hcsmeu. Lots of interesting comments 8/7/2009 16:25
blogaceutics:	What a nice post! Thx. RT @whydotpharma: RT @MaverickNY: Just for you :-) @whydotpharma @philbaumann http://bit.ly/yOYdK ;-))) #hcsmeu 8/7/2009 16:25
jmfaner:	RT @blogaceutics: RT @epharm: The C-Tweet: Where are all the Healthcare CEO's on Twitter? http://bit.ly/28q40h #hcsmeu 8/7/2009 16:32

- andrewspong:** RT @blogaceutics: Today I've become aware about the Twitter account of @efpia They are posting since June 30th. #followpharma #hcsmeu
8/7/2009 16:52
-
- andrewspong:** Any suggestions as to how best to extract and collate the tweets from #hcsmeu with the aim of sharing w/ participants wd be most welcome :)
8/7/2009 16:47
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- andrewspong:** Fading fast, so I'm going to sign off for the w/e. A big TY for all the recs and interaction this week, also to ALL #hcsmeu supporters
8/7/2009 16:17
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- andrewspong:** Finally, a standing ovation pls for my tireless co-organizer @whydotpharma. It's gr8 2 work with you. :) #hcsmeu. See you next wk, everyone.
8/7/2009 17:00
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- blogaceutics:** @andrewspong A standing ovation for you too! #hcsmeu.
8/7/2009 16:59
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- pierreyves:** Alain's report on #hcsmeu <http://bit.ly/zewru>
8/7/2009 23:44
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- pierreyves:** RT @pierreyves: Alain (@AlainClergeot)'s report on #hcsmeu <http://bit.ly/zewru>
8/7/2009 23:24
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