

The Medicine Group to Present Poster on Social Media at the 2014 International Society for Medical Publications Professionals (ISMPP) European Meeting

New Hope, PA (Press Release – January 2014)

On Tuesday, January 21 at 11:00 GMT, The Medicine Group (TMG), an independent medical communications agency located in New Hope, PA will be presenting a poster titled “Getting the word out: developing a multichannel social media strategy for publication-based initiatives” at the European Meeting of International Society for Medical Publications Professionals (ISSMP) taking place at the etc.venues in London, England.

The presentation outlines The Medicine Group’s novel strategic approach to social media in medical communications. The agency seeks to implement a strategy that promotes publication awareness by posting activities across a spectrum of social media websites, including Facebook, Twitter, LinkedIn, and blogging sites. The poster cites data supporting the effectiveness of this method and focuses on the growing role of social media in healthcare as physicians, patients, and external stakeholders increasingly rely on social networks to stay informed about medical breakthroughs.

Commenting on the upcoming poster presentation, lead author Doug Taylor said, “We feel this subject is an important topic in medical publications and that ISMPP is the best audience for our findings. The industry is changing and the importance of social media in the publications field cannot be overstated.” Additionally, co-author and The Medicine Group Managing partner Philip Sjostedt noted, “This strategic approach represents the most complete and cutting edge means of dissemination publications to a wide audience. The challenge we’ve seen with publications recently is that in a crowded landscape, some articles can fade into the background. Our process ensures publications will reach the wide audience required to make a significant impact.” The poster will be on display January 21-22 in London. The abstract will be published as a supplement in an upcoming issue of *Current Medical Research and Opinion*.

The Medicine Group is a US-based leader in medical publications and communications designed for healthcare audiences. It is part of the Pharmatopia group of healthcare communication companies which include Helix Bio-Medica, Managed Edge, and The Butterfly Effect, which collectively provides medical communication services that span all phases of the product lifecycle that include: strategic consulting, publication planning and support, thought leader initiatives, live educational meetings, market access, scientific content development, digital solutions, market research, and social media.

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