Cancer Drug News Issue 668

Description: As companies target ever rarer diseases with no real therapeutic options and patient groups become more empowered, compassionate use programmes will continue to rise. The increase in US compassionate use approvals represents a great opportunity for digitally astute companies, but for those without a firm grip on their digital reputation, the risks are great. Greater access to experimental drugs in a digital world allows information about brands to be disseminated quickly. In order to ensure that they remain the authority on their products and the masters of their own digital image, companies must ensure high levels of stakeholder engagement though digital platforms, particularly social media. Failure to take ownership could allow negative perceptions to run unmitigated.

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