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TITLE

Using social media to market Recovery- Oriented Psychiatric medications (Track 7-3)

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There are many folks labeled with psychiatric diagnoses who have build complete recovery by questioning the permanent genetic or chemical “disease” description of our emotional distress. Many of us who have recovered think that psych meds are like painkillers, and need to be used on a short term basis with much respect for the difficulty with discontinuation and withdrawal symptoms. We are actively sharing these ideas through social media channels.

If a drug company could market a drug formulated with our input and our needs in mind, it would be an extremely powerful tool. Pharma could work with my peers to design and conduct clinical trials to replicate models like Finland's Open Dialogue Model where people no longer even receive a schizophrenia diagnosis. My peers are using social media to share this information widely. Selling "A Recovery Oriented" drug would mean that people could try non-medication approaches first, then if needed, use the medication for three weeks to a year or so but then get off the med when they have built a support community and found their own personal wellness tools and self-care strategies. If companies were able to replicate these trials showing 84% recovery, then their meds would no longer be a "Me too" drug in a highly criticized category. It could involve a whole new level of patient interaction, corporate transparency, corporate social responsibility, and interactive marketing. It would be an incredibly fascinating and exciting story of good news for folks who have mental health struggles.

Biography

Corinna West is a spoken word poet, motivational speaker and catalyst for change. Her business, Wellness Wordworks, offers art and peer support to show emotional distress as a temporary and transformative experience. She teaches non-medication wellness techniques to empower people unserved by the mental health system. She is an Olympic Team Member, has a Masters Degree in Pharmaceutical Chemistry, and shares her vision and goal setting skills to help other people take control of their lives on the other side of a diagnosis.