Making the Most of Social Media Intelligence
Our Speakers

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Current Trends in Social Intelligence Gathering
Pharma is Listening

Recent ‘Best Practices’ survey of 15 global healthcare organizations: 6 of 10 top pharma companies

Social Media Listening

85% of companies are engaged in some type of social listening

Pharma Social Media Listening: Benchmarking Innovative Practices in the Healthcare Industry. Best Practices, LLC. Available at:
What are they Listening to?

Companies listened for brand-specific market or patient insights:

- Patient adherence to treatment
- Brand awareness, reputation and loyalty, including misinformation in online discussions
- Patient perceptions of therapy efficacy and key characteristics (i.e. side effects, cost)
- Physician discussions around specific brands and markets

# Pharma Business Functions and Listening

<table>
<thead>
<tr>
<th>Business function</th>
<th>Social media usage</th>
</tr>
</thead>
</table>
| **Sales and Marketing**    | • Tracking patient and public sentiment around brand assets  
                               • Identifying key opinion leaders or online patient advocates  
                               • Monitoring factors that influence share of voice  
                               • Tracking trends in brand switching  
                               • Determining which sites or activities generate the greatest returns for brands from online investment                                                                                      |
| **Market Research**        | • Identifying unmet needs in a disease area  
                               • Looking at patient trends and brand attitudes/experiences over an extended period  
                               • Determining which sites or activities generate the greatest returns for brands from online investment                                                                 |
| **R&D (clinical-research manager)** | • Finding and recruiting patients for clinical trials  
                               • Identifying unmet patient needs for research and development, new product indications, etc.                                                                                                             |
| **Biostatistician (real-world evidence)** | • Picking up initial signals of disease trends or product-usage patterns that may serve as a basis for targeted social surveys online                                                                                   |
| **Public Relations**       | • Safeguarding corporate reputation  
                               • Identifying trends for social media engagement                                                                                                   |
Project Based Listening is Popular

Social listening has yet to achieve the status of a fully integrated strategic function.

• Why are companies only listening to Social on a project by project basis?
  – Only seeking answers to predetermined questions
  – Lack of resources or budget to support ongoing monitoring
  – Fears of pharmacovigilance
The Value of Ongoing Listening
Moving Towards Continuous Listening

To realize full benefits companies need to move progressively towards a continuous-monitoring strategy in social media.

- Social atmosphere is a highly variable environment in which opinions and perceptions can change rapidly.
- Identify and track trends over time
- Project based listening doesn’t provide answers to the questions you don’t know you should be asking.
Sophisticated tools are being used for the identification and quantitative analysis of trends in online conversation.

- **Text and Semantic Analytics**
- **Quantitative Analytics**

**Search engine usage:** How many people are searching on a particular term within a set period and how that compares with metrics from prior periods.

- More than just tracking volume of mentions for a particular brand or company.
Integrated Strategy throughout Product Life Cycle

- Listening has benefits not just for marketing or market-research departments but throughout the product lifecycle from R&D through to launch and beyond.
Tangible Benefits of Social Intelligence
Benefits of Social Intelligence

• Leaders want to see evidence that the strategy delivers tangible benefits and outcomes can be translated into action.

• Social listening may explicitly improve ROI in some cases, such as identifying market trends that enable brand strategy to be redirected towards more cost-effective activities, or accessing populations for social surveys at a fraction of the expense that a market researcher does.
Benefits of Social Intelligence

- The primary benefit however resides in more long-term beyond the pill factors, such as:
  - Enhanced corporate standing, particularly at a time when the determined media focus on drug pricing has pushed the industry’s reputational stock lower than ever
  - Developing a more responsive, engaged relationship with patients and the issues of concern to them
Fear of Pharmacovigilance
Fear of Pharmacovigilance

Why?

- Fear that it will bring an avalanche of adverse events
- Incidence of adverse events picked up online is lower than might be expected
- Hybrid software packages for adverse events management can help manage the issue
Hybrid Software Packages for Social Listening

Unstructured data
- CORPORATE SUPPORT PROGRAMS
- SPONSORED SOCIAL PROPERTIES
- SURVEYS

Software solution
- UNSTRUCTURED DATA
- POTENTIAL ADVERSE EVENTS
- TEXT ANALYTICS

Validation
- REVIEW BY PHARMACOVIGILANCE EXPERTS

Source: IMS Health
Case Studies
Social Listening Best Practice

**Listen**
- Passively listen to social media

**Ask**
- Run a social media survey to statistically validate the signals

**Correlate**
- Correlate findings with real-world anonymous patient level data

**Action**
- Take appropriate action
- Engage patients and physicians via social media
Social Media Analysis and Outcomes Research

VALIDATION of SOCIAL MEDIA ANALYSIS for OUTCOMES RESEARCH: IDENTIFICATION of DRIVERS of SWITCHES BETWEEN ORAL and INJECTABLE THERAPIES in MULTIPLE SCLEROSIS

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¹Novartis Pharma, Basel, Switzerland, ²IMS Health, Haryana, India, ³IMS Health, London, United Kingdom

INTRODUCTION

- Social media is changing the nature and speed of healthcare interaction as most of the general public, patients, and health professionals use social media to communicate about health issues¹.
- In the US, 42% of respondents to a recent survey mentioned using social media to find out about a healthcare issue; 25% had discussed a health-related experience and 20% had joined a health community or forum².
- The European Medicines Agency recommends, as part of its guideline on good pharmacovigilance practices, that marketing authorization holders should regularly screen the internet or digital media for potential reports of suspected adverse reactions³.
- However, social media analysis has rarely been applied to address specific questions in outcomes research.
- Early trends observed soon after the launch of oral treatments in multiple sclerosis.
- Women with MS contributed more to the overall online conversation, which is supported by the higher prevalence of MS in women in the US⁴ (Figure 3).
- Approximately 86% of people have been suffering with MS for more than four years and a majority of people (88%) were having Relapsing Remitting MS, which supports Relapsing Remitting MS being the most common disease course⁵ (Figure 3).
- The demographic characteristics of the MS population extracted from the social media appears to be representative of those patients in real life⁶,⁷.
- Among all observed switches, side effects, lack of efficacy, and physician advice were the most common reasons for switching to a different medication. Also, nearly 14.5% of the MS patients switched from injectables to oral therapies due to ease of use (Figure 6).

Figure 2: Data Extraction, Contextualization and Sampling

- Determined objectives and scope of the project
- Determined keyword universe based on objectives
- Extracted data points

Figure 6: Top Three Reasons for Switching from or to Oral, Injectable and IV Therapies

- Ease of Use
- Physician advice
- Lack of efficacy
- Side effects
What does social intelligence say about product switching?

Figure 2: Data Extraction, Contextualization and Sampling

1. Determined objectives and scope of the project
2. Determined keyword universe based on objectives
   - Extract relevant data
   - 25,073
3. Finalized taxonomy in consultation with a physician
4. Identified all viable data sources and extracted data
   - Filtered data points
   - 22,887

Data Contextualization:
- Data is extracted and segmented platform and month wise
- Data is filtered for relevancy
  - Bucketing of extracted data points
    - Facebook – 6,919
    - Forums – 6,505
    - Blogs – 791
    - Twitter – 8,672

Sampling:
- Data is sampled based on 95% confidence level and 5% margin of error
  - Analyze sampled data points
  - Total data analyzed
    - Facebook – 3,771
    - Forums – 2,773
    - Blogs – 691
    - Twitter – 3,025
Female MS patients between the age group of 40 and 59 were found to be the most active on social media platforms.

- **62%** of patients were between the age group of 40 and 59.
- **75%** of patients had relapsing remitting MS.
- **80%** of patients on social media platforms were females.
- **66%** of patients were diagnosed between the age of 20 and 39.

- **73%** of patients were found to be on Product 2, 7 or 3.

*n=26,456
*n=21,957
*n=24,679
*n=33,869*
*n=15,340*
MS Treatment Switches

Figure 4: MS Treatment Switches from or to oral, injectable and IV therapies

- **Switches from**:
  - Oral: 8% (Oral), 5% (Injectables), 5% (IV)
  - Injectables: 55% (Oral), 6% (Injectables), 5% (IV)
  - IV: 15% (Oral), 5% (Injectables), 5% (IV)

- **Switches to**

Percentage of all switches
### Case study 2: Longitudinal Patient Journey Analysis - CD

**Female, Age: 40+; Place: Ohio, Diagnosed Condition: Crohn’s Disease**

<table>
<thead>
<tr>
<th>Period</th>
<th>Symptoms</th>
<th>Diagnosis</th>
<th>Treatment</th>
<th>Key developments/ emotions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1990-95</td>
<td>Lost a lot of weight</td>
<td>Misdiagnosed with IBS</td>
<td>Misdiagnosed with IBS</td>
<td>Optimistic throughout the disease</td>
</tr>
<tr>
<td>1995-96</td>
<td>Frequent visits to the restroom</td>
<td>Surgery revealed a misplaced colon</td>
<td>Took drugs such as ###, ###, ### caused bad side-effects</td>
<td>Happy and relieved to be feeling better</td>
</tr>
<tr>
<td>1996-07</td>
<td></td>
<td>Final diagnosis with Crohn’s disease</td>
<td>Surgery to remove part of the intestine</td>
<td>Depressed and desperately looking for a cure</td>
</tr>
<tr>
<td>2007-2008</td>
<td></td>
<td></td>
<td>Decided to get a hysterectomy; Started again on ### for Crohn’s</td>
<td></td>
</tr>
<tr>
<td>2014-2015</td>
<td></td>
<td></td>
<td>Doctors unable to help to date</td>
<td></td>
</tr>
</tbody>
</table>

**Lost a lot of weight**

**Frequent visits to the restroom**

**Stopped working due to sickness**

**Misdiagnosed with IBS**

**Surgery revealed a misplaced colon**

**Took drugs such as ###, ###, ### caused bad side-effects**

**Final diagnosis with Crohn’s disease**

**Surgery to remove part of the intestine**

**Decided to get a hysterectomy; Started again on ### for Crohn’s**

**Doctors unable to help to date**

**Optimistic throughout the disease**

**Happy and relieved to be feeling better**

**Depressed and desperately looking for a cure**

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Note: The patient journey has been mapped using publicly available data of patients on social media. The above patient is currently active online.
Conclusion
Importance of Social Listening

• Identify issues that are important to patients – not just those issues your company is interested in researching

• Understand how online conversation shapes patient perception of your brands

• Map both patient and product lifecycle journeys together based on real patient stories

• Develop responsive programs based on real-time needs of your patients
Tips for Improving Social Listening in Your Business

• Engage multiple stakeholders in the setup of projects as well as the readouts in order to raise awareness of the initiative

• Develop an adaptable presentation tailored to your audiences in order to ensure relevant online content

• Get Drug Safety / Pharmacovigilance teams intimately involved in objective and process creation

• Investigate ongoing listening opportunities based on your resources and needs – even in short pilots, you may be surprised by what you find

• Track insights and initiatives derived from the data collected in order to showcase how online data shaped/re-shaped your programs based on patient insight
Questions/Comments
This paper examines the role social media plays in the various stages of the product life cycle, highlighting the value of ongoing systematic monitoring and examples of the tangible benefits from social intelligence.

www.imshealth.com/us
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