

# Social Media Intelligence

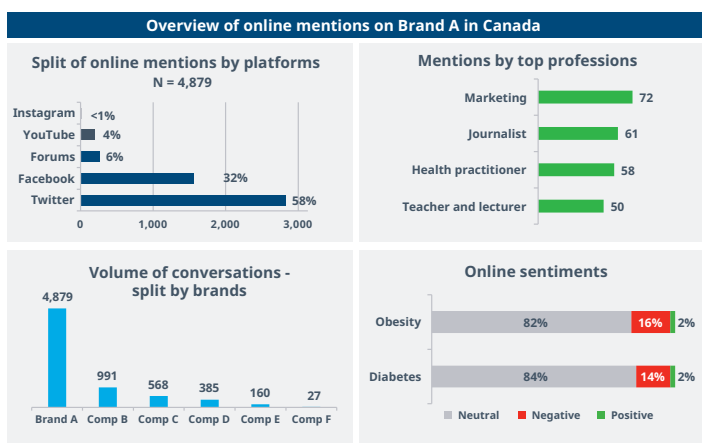
*Delivers the voice of healthcare stakeholders across the drug lifecycle*

**Qualitative and quantitative analysis** of unstructured social conversations by patients, HCPs, and other stakeholders

**Insights on brands, products, and companies** on prescription drugs, consumer health, medical devices

**Supports marketing and clinical decisions** during the process of drug commercialization and helps identify adverse events

## SURFACE INTELLIGENCE ABOUT BRANDS AND THERAPEUTIC AREAS



*Sample insights from a Social Media Intelligence study for evaluating brand sentiment and perception.*

In the last 12 months, **~4.8K mentions** were observed for Brand A: 41% emerged in context of diabetes and 45% were in context of obesity.

Relevant patient and HCP conversations were found on forums and Twitter; **Brand A was the most mentioned brand online.** IQVIA contextualized these conversations to understand the sentiments of the online users towards selected brand and to provide actionable insights to execute omnichannel campaigns.

## HOW ARE HEALTHCARE STAKEHOLDERS USING SOCIAL MEDIA?



**Patients**

- Learn about symptoms and to seek information about treatments
- Discuss pharma brands and companies
- Patient referral (find doctors and hospitals)
- Engage in PSPs; follow pharma updates



**Pharma**

- Post information and raise awareness
- Engage patient communities (patient advocacy groups)
- Drive patient support programs



**Caregivers**

- Seek and offer informational and emotional support
- Request for financial assistance
- Participate in awareness initiatives



**Hospitals**

- Attract and engage patients
- Provide information about treatments and managing symptoms
- Promote public health services



**Physicians**

- Research on topics and drugs
- Participate in discussions related to clinical research
- Post updates from conferences
- Follow other influential physicians



**Pharmacists**

- Discuss pharma brands and companies
- Engage in PSPs; follow pharma updates (awareness of LOE options on branded offering)
- Research on topics and drugs

### CONTACT US

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