

# NLP-driven Enterprise-wide Social Media Intelligence

## WHY DO LIFE SCIENCES COMPANIES NEED NLP-DRIVEN ENTERPRISE-WIDE SOCIAL MEDIA LISTENING?

The ubiquitous nature of social media makes it a prominent and easily accessible source of information for patients, caretakers, and physicians. Besides being a means of sharing and consuming healthcare information, social media networks have acquired the power to influence the reputation of prescription drugs and OTC products.

While most life sciences companies recognize the importance of leveraging social media insights to better understand patient, caregiver, and physicians' needs, many of them conduct social listening on an ad-hoc basis via locally sponsored brand-specific programs, often in response to a trigger such as a risk to reputation, an event, or the unavailability of insights from conventional sources.



A comprehensive NLP-driven enterprise-wide social listening program can reduce technology subscription costs, drive efficiency in data processing, and effectively serve multiple internal clients. In addition, life sciences companies can also integrate social media insights with findings from other internal information assets, thus validating insights and driving better informed decisions.

## WHAT ARE THE CHALLENGES FACED BY LIFE SCIENCES COMPANIES IN IMPLEMENTING AN ENTERPRISE-WIDE SOCIAL LISTENING PROGRAM?

Life sciences companies face four distinct challenges while conducting social media listening



### Big data

- The average social media conversation volume for top brands across therapeutic areas for a large pharma company can amount to a few million posts
- This constitutes big social/digital data and effectively processing it takes significant technological investment



### Diverse data

- Social data is complex, unstructured, unformatted and comes in various shapes and sizes (e.g., text, video, images, emojis, slang expressions)
- Most social listening tools available in the market place focus on processing text, and to a limited extent images



### Siloed data

- In-market social listening tools do not consolidate digital information beyond social media such as Google search queries, content virality, product reviews, web and campaign analytics
- This deprives decision makers of taking a holistic view of information from diverse digital data sources



### Decentralized SMI

- Driven by diverse business priorities, different functions within life sciences companies may prioritize social listening projects locally or based on need
- This results in forgoing the synergies which could be driven by a consolidated operation

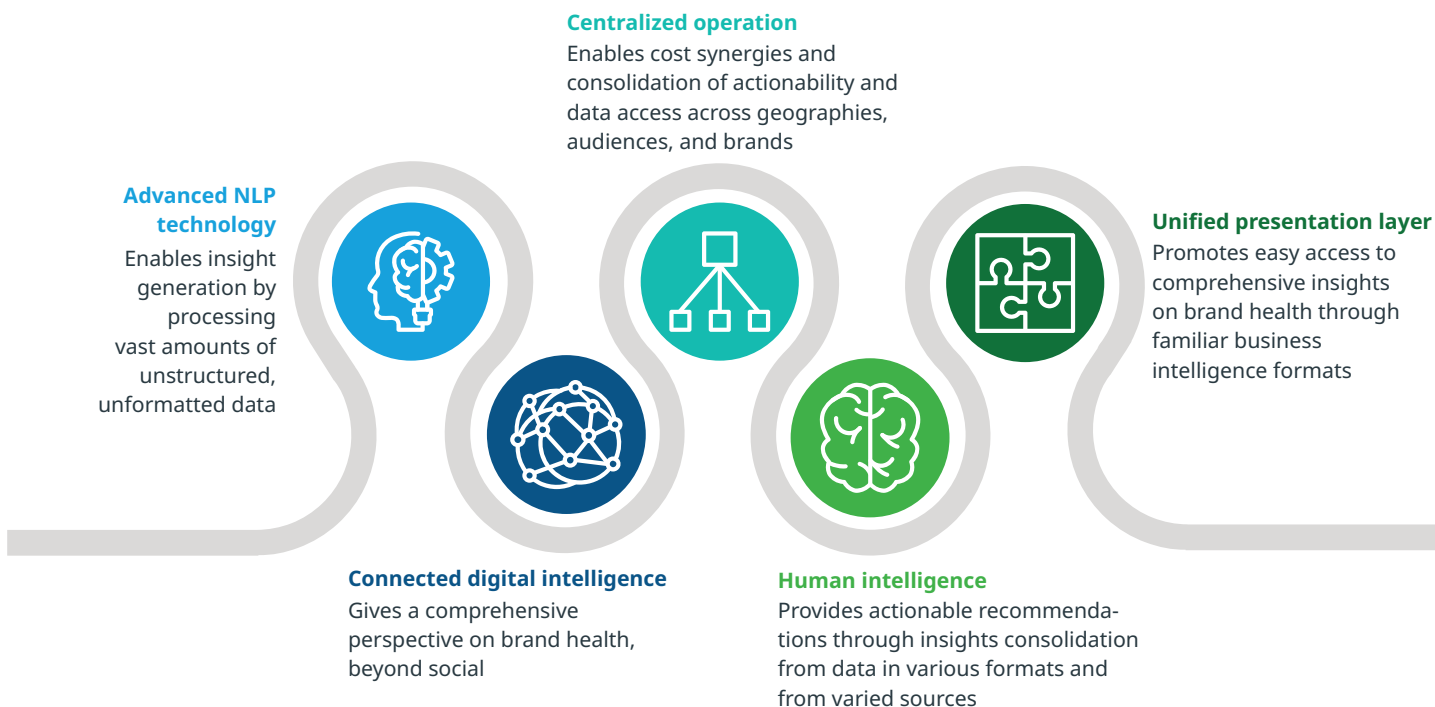
## HOW CAN THESE CHALLENGES BE MITIGATED?

Our NLP-driven enterprise-wide social media intelligence solution integrates big data technology and human intelligence to provide ready-to-consume actionable insights from unstructured social media and digital data. Social media insights based on comprehensive

in-depth analysis and served in near real-time assist life sciences stakeholders from functions such as brand & launch management, analytics & insights, medical affairs, R&D, digital and social media marketing, and physician engagement, to make informed decisions effectively.

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## An enterprise-wide social media listening solution integrates technology and human intelligence and serves insights across the organization



## IQVIA'S NLP-DRIVEN ENTERPRISE-WIDE SOCIAL MEDIA INTELLIGENCE OFFERING PROVIDES AN OPTIMUM CONFIGURATION NEEDED TO DRIVE LONG-TERM VALUE

**Data integration:** Data integrated from various data sources such as social media, web analytics, search, viral content, and advertising research, and hosted on a cloud architecture in compliance with data privacy regulations

**NLP Technology:** Unstructured text processed through advanced NLP engine using techniques such as sentiment analysis, topic modeling, named entity recognition, keyword extraction, and text classification

**Visualization:** Real-time dashboard using data visualization tools that present quantitative and qualitative KPIs with the ability to filter and visualize data subsets of interest which can be used to identify patterns, trends, and relationships within the data

**In-depth Insights:** Qualitative analysis, insights consolidation, consultative problem-solving and actionable recommendations through human intelligence

**Digital Pharmacovigilance:** Timely adverse event reporting to ensure regulatory compliance

# ENTERPRISE-WIDE NLP-DRIVEN SOCIAL LISTENING POWERED BY HUMAN INTELLIGENCE, AND DEEP HEALTHCARE EXPERTISE ENABLES 7 KEY CAPABILITIES

