

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.

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

Centralized operation

Enables cost synergies and consolidation of actionability and data access across geographies, audiences, and brands

Advanced NLP technology

Enables insight generation by processing vast amounts of unstructured, unformatted data





Unified presentation layerPromotes easy access to
comprehensive insights

comprehensive insights on brand health through familiar business intelligence formats

Connected digital intelligence

Gives a comprehensive perspective on brand health, beyond social

Human intelligence

Provides actionable recommendations through insights consolidation from data in various formats and from varied sources

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

Influencers/digital KOLs

Identify key players ranging from pharmacists, nurses and physicians who have suitable qualifications in life-sciences and social/digital presence to target

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Brand insights

Keep track of corporate and pharma/consumer brand equity in near-real time to mitigate risks to reputation

Patient journey and insights

Understand unmet needs, information needs, drivers and barriers towards treatment adoption and patient journeys

Audience analytics

Perform qualitative analysis of data to identify key customers and their requirements



Competitive intelligence

Understand the digital landscape of competitors and benchmark them to owned brands through digital KPIs

Key events analytics

NLP-based technology offers monitoring of key events such as congresses, negative PR and current affairs in the industry

Digital pharmacovigilance

Ability to detect, validate, and report potential adverse events in large unstructured social data sets in multiple languages in near-real time







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