

Social Media Intelligence (SMI) for Medical Affairs

Leverage social media insights to drive customer and patient centricity

Healthcare-related conversations on social media constitute a large, unstructured data asset — rich in insights on physician perspectives related to therapies and treatments, as well as patient experiences, disease management challenges, and treatment preferences. Given the pervasiveness and immediacy of social



information, it is imperative that medical affairs teams proactively monitor the activities of thought leaders and patient groups to glean insights that can inform medical strategy, help plan stakeholder engagement, and gather real world evidence (RWE).

Potential applications of SMI



Thought leader (TL) engagement – Identification of digitally influential thought leaders can help in planning medical science liaison (MSL) led engagement of thought leaders and effectively target these individuals for disease and drug education.



Medical strategy – Identification of scientific experts can drive collaboration on research to inform RWE studies, label expansion, trial recruitment of patient sub-populations, and more.



Product strategy – Insights from physician commentary on scientific topics, clinical study results, and new launches can inform product strategy.



Healthcare professional (HCP) education – Insights on TL's channel preferences, digital presence, online activity, and areas of interest can help in targeting these key individuals for specific continuing medical education (CME) initiatives.



Conference monitoring – Conference insights can help gather stakeholder perspective on key scientific topics, abstract presentations, and anticipatory discussions on new product launches.

Identify digital thought leaders and generate insights from online conversations.

IQVIA follows a six-step data management process to generate the most comprehensive insights.



To discover how IQVIA can help you turn social media information into actionable insights, [contact us today](#).



Discover new insights, drive smarter decisions, and unleash new opportunities with the power of **IQVIA Connected Intelligence™**