SOCIAL MEDIA INTELLIGENCE CAPTURE THE VOICE OF CONSUMERS

Using social media intelligence to inform consumer-centric commercialization

WHY DOES SOCIAL MEDIA MATTER TO CONSUMER HEALTH COMPANIES?

BECAUSE CONSUMERS ARE ALREADY USING SOCIAL MEDIA TO DISCUSS, REVIEW AND RECOMMEND YOUR BRAND

Over 4 billion people use social media globally, and its use is constantly growing

Social media has the potential to shape perception and make or break reputation

Social media has high reach and consumes a high share of online activity

Millennials, the next generation of consumers, have made social media a part of their lives

Being increasingly mobile-centric, it can be accessed instantly and has high viral potential

Information on social media influences the buying decisions of consumers

WITH INCREASING HEALTH LITERACY AND ACCESS TO TECHNOLOGY, CONSUMERS ARE BECOMING MORE "HEALTH-SMART" AND PROACTIVE TOWARDS SELF-CARE

1 in 20
Health-related google searches

60%
Tend to take an OTC product before making an appointment with a doctor

67%
People are researching health problems and symptoms tracking health indicators

83%
Consumers feel that websites/app help them eat a healthy diet

59%
Take OTC products to manage acute health conditions

81%
Shoppers conduct online research before making big purchases

95%
People agree that self-care is strongly connected to taking personal responsibility for one's health

THREE KEY AREAS DRIVING THE DIGITAL CONSUMER HEALTH OPPORTUNITY

EVIDENCE GENERATION

Digitally powered real-world studies for new claims and indications

More cost-effective health prevention evidence through virtual trial setups

INSIGHTS AND ANALYTICS

Near-real time insights & analytics from digital tools to understand needs and conditions

Trends & patterns for both individuals and populations

STAKEHOLDER ENGAGEMENT

New product offerings enhancing treatment & prevention options

Improved communication between consumers, HCPs & Consumer Health companies

TURN SOCIAL MEDIA INTELLIGENCE INTO CONSUMER-CENTRIC COMMERCIALIZATION STRATEGIES

SOCIAL MEDIA INTELLIGENCE HELPS CAPTURE, ANALYZE AND DELIVER ACTIONABLE CONSUMER INSIGHTS TO DRIVE YOUR BUSINESS FORWARD

With the advent of social media, consumer health companies have near real-time access to uninhibited consumer conversations rich in insights on consumer healthcare brands and products, their experiences, their unmet needs and their challenges faced in managing minor health conditions .
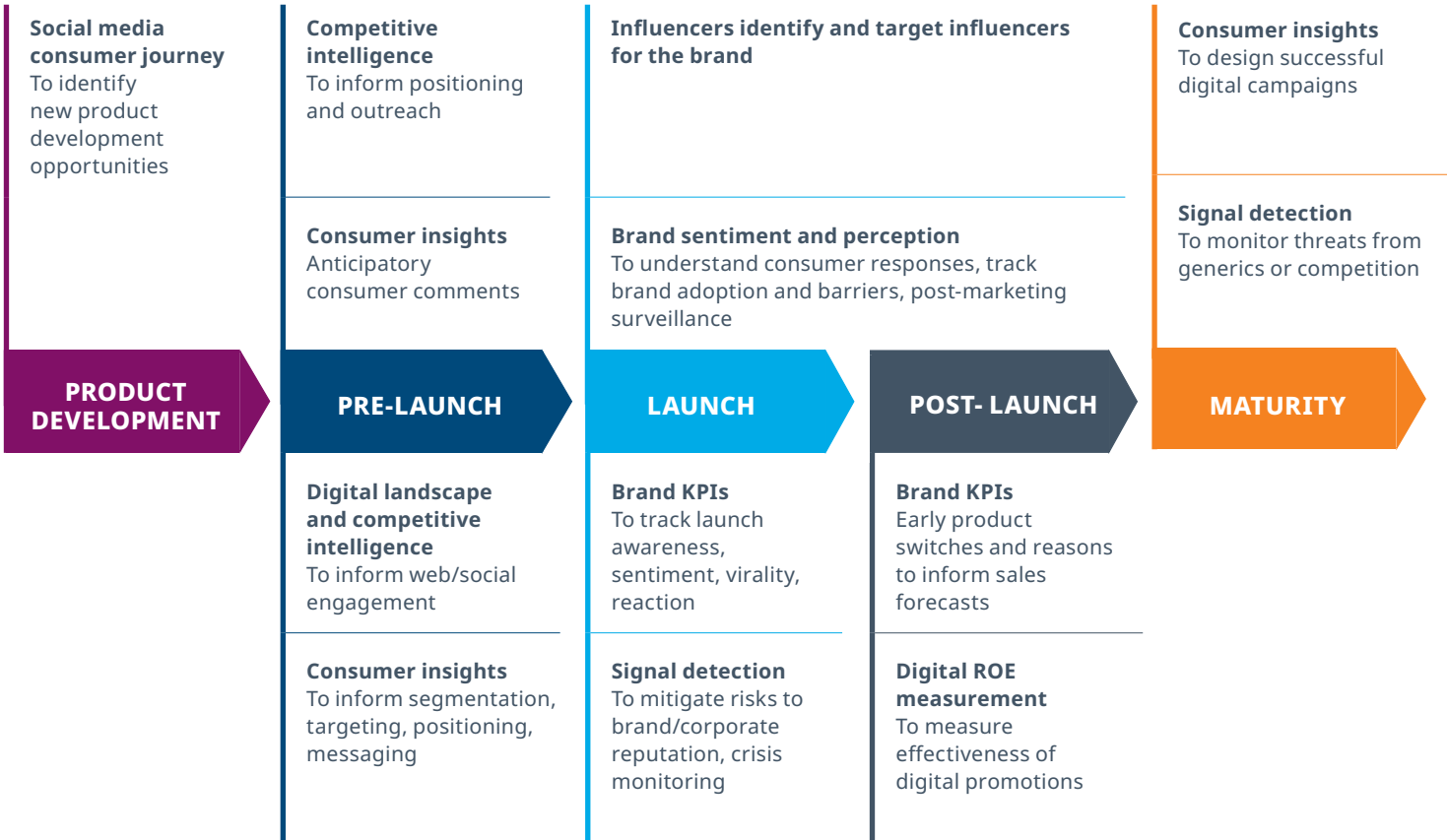
Furthermore, a detailed study of online behavior also reveals consumers information needs, topics of interest, conversation themes and preferred lexicon.

These insights are valuable for consumer health companies in understanding a consumer journey or decision making process, factors influencing those decisions and the role of influencers. All these elements are critical to establishing a comprehensive, differentiated and engaging digital presence and driving healthcare outcomes by providing the right information at the right time.
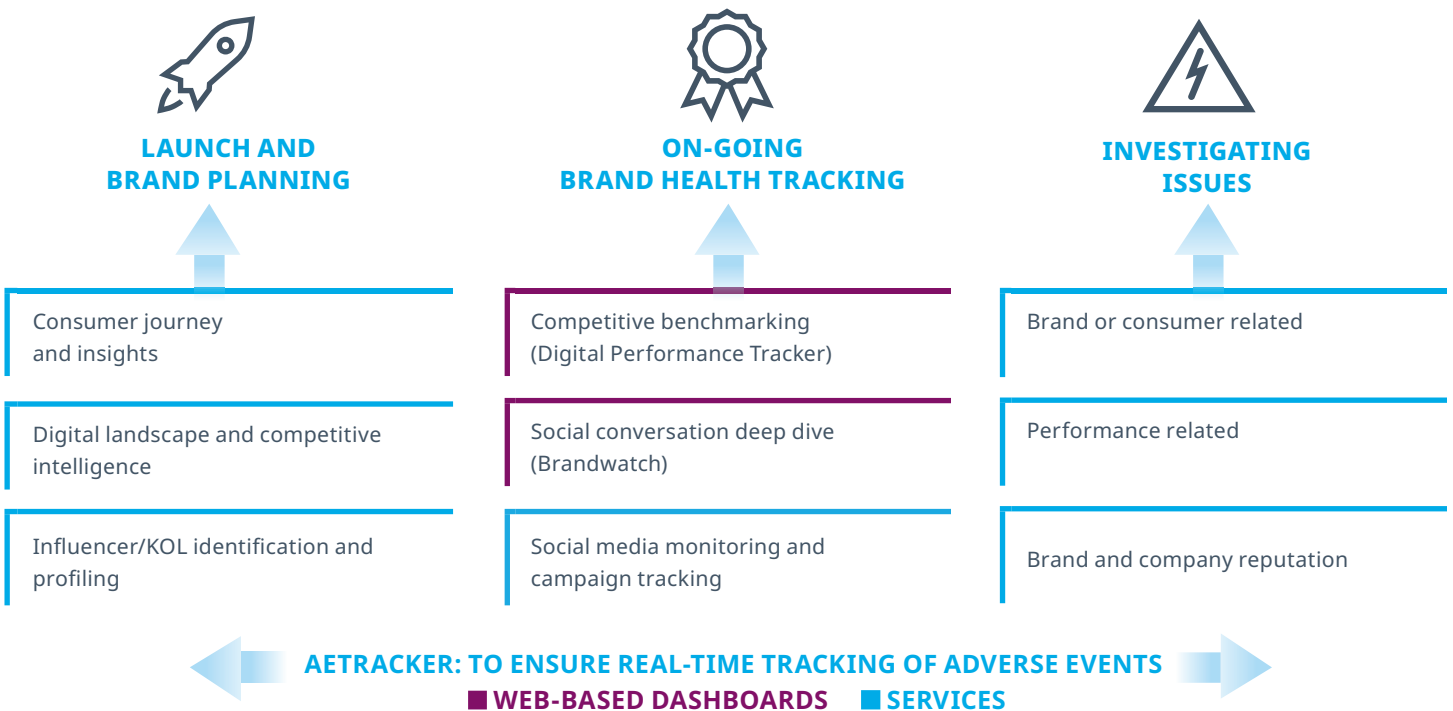
Social media intelligence, when conducted using sophisticated unstructured big-data analytics technology, deep healthcare expertise, scientific rigor and built-in compliance, can act as a credible source of real-world consumer insights and help consumer health companies commercialize their products effectively.

IQVIA'S SOCIAL MEDIA INTELLIGENCE OFFERINGS PROVIDE ACTIONABLE INSIGHTS ACROSS THE PRODUCT LIFECYCLE DRIVING COMMERCIAL EFFECTIVENESS

Social media consumer journey
To identify new product development opportunities

Competitive intelligence
To inform positioning and outreach

Consumer insights
Anticipatory consumer comments

Influencers identify and target influencers for the brand

Brand sentiment and perception
To understand consumer responses, track brand adoption and barriers, post-marketing surveillance

Consumer insights
To design successful digital campaigns

Signal detection
To monitor threats from generics or competition

PRODUCT DEVELOPMENT	PRE-LAUNCH	LAUNCH	POST-LAUNCH	MATURITY

Digital landscape and competitive intelligence
To inform web/social engagement

Brand KPIs
To track launch awareness, sentiment, virality, reaction

Brand KPIs
Early product switches and reasons to inform sales forecasts

Consumer insights
To inform segmentation, targeting, positioning, messaging

Signal detection
To mitigate risks to brand/corporate reputation, crisis monitoring

Digital ROE measurement
To measure effectiveness of digital promotions

IQVIA'S SOCIAL MEDIA INTELLIGENCE OFFERINGS ARE DESIGNED TO INFORM KEY DECISIONS IN THE LAUNCH AND BRAND PLANNING PROCESS

LAUNCH AND BRAND PLANNING

Consumer journey and insights

Digital landscape and competitive intelligence

Influencer/KOL identification and profiling

ON-GOING BRAND HEALTH TRACKING

Competitive benchmarking (Digital Performance Tracker)

Social conversation deep dive (Brandwatch)

Social media monitoring and campaign tracking

INVESTIGATING ISSUES

Brand or consumer related

Performance related

Brand and company reputation

AETRACKER: TO ENSURE REAL-TIME TRACKING OF ADVERSE EVENTS I

■ WEB-BASED DASHBOARDS   ■ SERVICES

IQVIA SOCIAL MEDIA INTELLIGENCE – ENABLING CAPABILITIES

REAL-TIME MONITORING, IN-DEPTH ANALYSIS, PHARMACOVIGILANCE AND CONTEXTUAL RELEVANCE

AI-BASED SOCIAL MEDIA INTELLIGENCE TECHNOLOGY

Vast library of 1.3 T posts - 10 years

Language-agnostic AI

Real-time analytics via web-based dashboards

Unlimited queries

50+ languages

Global coverage

Auto-generated reports

NO NEED FOR CLIENTS TO PURCHASE TECHNOLOGY

DEEP HEALTHCARE EXPERTISE

In-depth analysis by 40+ life-sciences qualified analysts, healthcare experts

Objective-oriented research

Actionable insights

Consultative global delivery

NO NEED TO INVEST IN AN EXPERIENCED ANALYST TEAM

DIGITAL PHARMACOVIGILANCE

Near-real time monitoring and timely reporting of AE/PQC

Big-data NLP engine with built-in medical ontologies

Validation by pharmacists (24/7 command center)

Certified by 50+ clients

NO NEED FOR CLIENTS TO WORRY ABOUT AE REPORTING

VALIDATION OF SOCIAL INSIGHTS WITH NON-SOCIAL DATA ASSETS

Correlating social insights to non-social information assets

Hypotheses testing and determining causation

Validate known insights and determine further research needs for new insights

NO NEED TO VALIDATE SOCIAL INSIGHTS FOR DECISIONS

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TECHNOLOGIES