

Understanding Patient Sentiment

What if you could know what patients & physicians are talking about?

Pain points

Overview

- Understanding past and present opinion and engagement around your brand
- Identifying opportunities to drive positive opinion and engagement towards your brand

Pre-product launch:

- Understanding the competitive landscape to identify the right go-to-market strategy

Post-product launch:

- Understanding patient and clinical sentiment to identify trends and enhance product success
- Identifying and investing in the right communication channels
- Identifying unmet patient needs

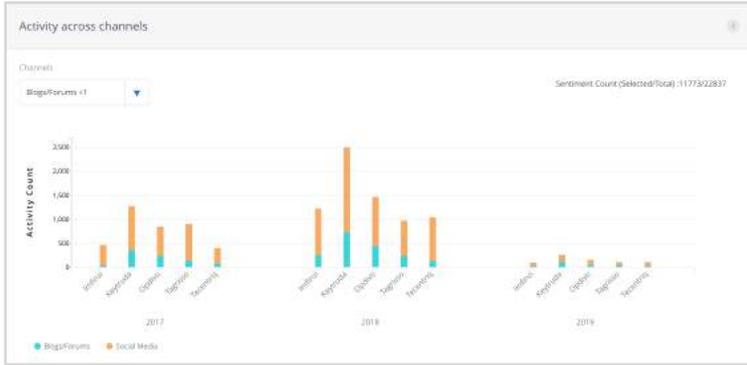
How does AI-powered Sentiment Watch drive product success?

Leverage AI to crawl publicly available data from social media and online forums in real-time to:

- **Understand the competitive landscape**
- **Track and monitor sentiment in real-time**
- **Gain insights about clinical and literature sentiment**

Track and monitor patient sentiment across social media and online forums

Analyze the competitive landscape for actionable insights



Total number of comments across channels

Activity across channels

- Track the number of comments around drugs, treatments, and diseases across channels
- Analyze and compare competitor patient sentiment

Fully automated real-time sentiment analysis

Track and analyze the Share of Voice

Across drugs and countries

Compare the percentage of comments around drugs by country to gain insights about market perception and competitive landscape

Across digital channels

Determine which channel has the most engagement with respect to a specific drug

Sentiment comparison

Compare positive, negative, and neutral sentiment to identify trends and weak signals

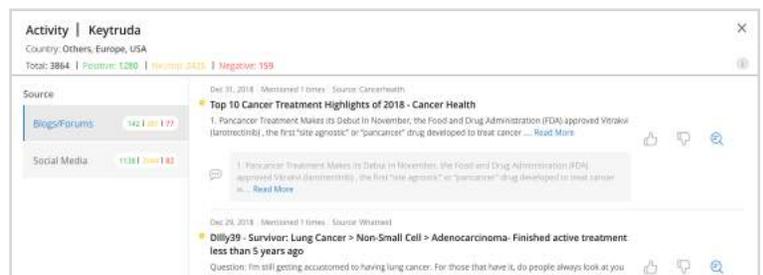


Share of Voice tracking and real-time sentiment comparison

Deep dive analysis of sentiment

Understand patient needs and drive necessary action

Deep dive provides a detailed list of all mentions sorted by positive, negative, and neutral sentiment to understand patient needs and drive necessary action



Deep dive overview of mentions

Real-time analysis of sentiment around events

Define the impact of scientific communication & PR activities



Track and analyze sentiment over time

- Sentiment Momentum Graph analyzes the trend of the overall sentiment across drugs and countries. It is the aggregated score of all positive, negative, and neutral sentiments across the selected time period
- Deep dive option provides a detailed list of all mentions sorted by positive, negative, and neutral sentiment

Gain impactful insights from top congresses and bloggers

Invest in the right congresses and identify top bloggers for the topic of interest



Top congresses

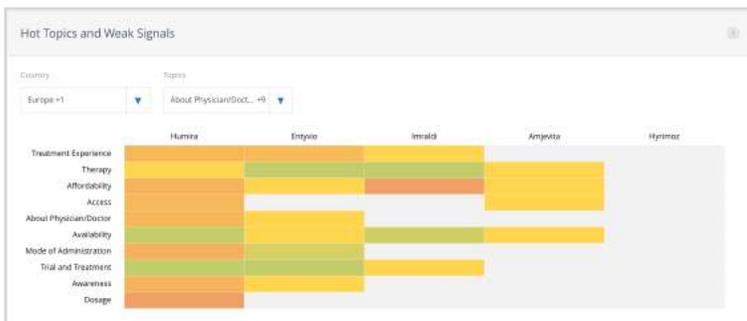
Compare activity count across top congresses and journals to measure traction around select drugs



Identify top bloggers

Innoplexus' proprietary algorithms can identify the most active bloggers on social media. Deep dive capabilities allow for a thorough perspective on top blog content

Identify future trends & enhance product success



Hot topics and weak signals

- Identify important signals such as costs, therapy, and treatment experiences
- Detect evidence for weak signals related to topics of interest
- Compare the hot topics and weak signals of HCPs with those of patients



Innoplexus' proprietary technology enables companies to gain insights about brand performance from social and digital media

- 1 Crawling social media and clinical data from relevant sources (e.g. forums & blogs, publications, congress articles, etc.)
- 2 Retrieving information from unstructured data (e.g. PDFs, tables) using computer vision & proprietary extraction algorithms
- 3 Tagging and linking key terms to identify relevant data using Innoplexus' technology
- 4 Assigning sentiments and clustering records based on the context with the help of ML algorithms

Improve marketing and positioning of drugs through insights about customer and physician perception

Harness AI to solve common challenges such as:

- Which health care providers support and influence drug success? What factors influence their choice?
- Are you investing in the right people at congresses?
- Are you investing in the right congresses and do you have a competitive communication mix and share of voice (SoV)?
- How is your scientific narrative disseminated, by whom, and through which communication channel?
- Who are the medical and non-medical influencers driving the perceptions of therapeutic offerings?
- Who should you engage with for a new therapeutic, drug, treatment concept?

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