Gaining the upper hand over competitors requires ongoing knowledge of the market changes that have the potential to make or break your business:

- What do patients and HCPs think about?
- How do they feel about your brand versus competitor brands?
- How will new products disrupt these perspectives?
- What are other stakeholders, including advocacy groups, digital influencers, payors, and regulatory agencies, saying about your company versus your competitors?
- How does innovation play in your space?
- How are your competitors driving and/or capitalizing on it?
- What actions, partnerships, and messaging are your competitors using to strengthen their position?

Millions of existing unstructured data points hold the answers to these questions and more. You can harness social media, news/media, patent filings, and company business information, among other sources, to dictate your strategy. A combination of NLP and AI is the key to exploring these sources efficiently and understanding what is happening in the market in real-time.
Solution

NetBase Quid® cultivates a comprehensive understanding of the competitive narrative and accelerates your time-to-action.

NetBase Quid is the healthcare industry standard for competitive intelligence. Combining proprietary NLP and AI platforms with human expertise replaces the unknown with the known. NetBase Quid’s platform gathers those millions of unstructured data points from text-driven sources and visually organizes the data to facilitate the exploration and extraction of insights.

Upon activating NetBase Quid for competitive intelligence, you have the flexibility to:

- Understand the overall share-of-voice and sentiment for competitive brands before drilling down to the patient-driven and HCP-driven narratives.
- Track competitor partnerships, product launches, events, other activities, and the response to those initiatives.
- Determine the most effective influencers and key opinion leaders in your market.
- Uncover previously hidden opportunities to differentiate from competitors.
- Identify and monitor trends impacting target markets and, thus, your strategy.
- Create actionable first-mover advantage by identifying whitespace opportunities.
- Be alerted to critical business issues and thus ensure a prompt response.

Incorporating real-time competitor insights into your decision-making is powerful. NetBase Quid delivers that power directly to your fingertips.

Ready for a tour? NetBase Quid is ready for you! Contact us.