Driving success by leveraging learnings from online patient conversations throughout the drug life cycle

Incorporating the patient voice into decisions from drug discovery to commercialization can be difficult. Surveys, interviews, and other primary research typically capture a small sample of patients and can influence patient answers by providing pre-determined prompts and questions. Other types of data, such as Electronic Health Records, document patient experience through the lens of the HCP, which inherently misses important nuances.

Despite these difficulties, the patient voice is a critical component of success, particularly in a world where the internet and digital health make patients more empowered, educated, and engaged in their care journey. Throughout the drug life cycle, the patient voice provides insight into the most impactful ways to improve patient lives and thus ensure commercial success.

Patient forums and Social Media provide space for patients to interact with their peers who are going through similar experiences. These channels create an online community where patients of all backgrounds can ask questions and discuss topics that are top of mind for them.

Diving into these organic conversations yields an unbiased perspective on what matters most to patients, what influences patient behavior and decisions, and how patients are talking about their disease. NetBase Quid®'s capabilities enable analysis and monitoring of these evolving discussions at scale, facilitating your ability to execute patient-driven strategy as your drug progresses through the development and commercialization process.
Monitor Relevant Channels for Candid Chatter

Surface relevant patient conversations from forums, Reddit, and other online channels. This is a great first step in a topic search, as understanding where patients are talking and asking questions reveals insight on where patients go to find information and who is influencing them. Identifying these channels can also help with tracking where misinformation is created and how it spreads.

Identify Key Conversation Topics

Use Natural Language Processing (NLP) to quickly understand the core topics arising from the patient conversation, around both the disease and treatment. By harnessing metrics, such as sentiment and centrality, and other exploration functionalities, you can further contextualize those topics and dive deeper to answer questions like:

Patient Conversation

• What topics are patients discussing online? How have these topics evolved over time?
• What are patient unmet needs? How have they evolved over time?
• What does the self-described patient journey look like?
• How do patients discuss their relationships and interactions with HCPs?
• What are common questions that patients have for their peers?
Treatment Conversation

• How do patients perceive current treatment options? How have these perceptions evolved over time?
• What are top pain points with treatment and care?
• How are patients discussing cost and access?
• What drives satisfaction around treatment? What drives dissatisfaction around treatment?
• What causes switching behaviors? What causes adherence (or nonadherence) in patients?

Develop a Content Strategy to Maximize Impact

Develop engaging messaging and materials by using language and concepts that organically appear in the online patient narrative. By exploring patient anecdotes about the healthcare system and specific treatments, you can isolate keywords that are already associated with positive experiences vs. negative experiences, finetuning your messaging based on those findings. Additionally, understanding the knowledge gaps or misconceptions amongst patients can lend direction to your education initiatives, both directly with patients and indirectly through HCPs or advocacy groups.