AETracker + Hootsuite

Integrating award-winning technologies to drive success

Monitoring unstructured data, particularly in social media channels, is an important role in compliance and proactive risk management programs. Yet, indications of risk could be found in tens of millions of locations. Organizations must continuously monitor their social media activities and all unstructured data sources for unreported adverse events and other key early warning indicators of compliance-related issues.

Separating the signal from the noise

With patent-pending technology through IMS Health, tools for real-time monitoring is possible to detect unusual trends and threats that may impact the company's reputation and help ensure compliance. Companies can automate detection of possible adverse events in structured and unstructured data across social media channels, mobile health applications, branded websites and even internal unstructured data such as CRM, journals, vendor files, call center data, web data, and patient assistance program records.

Coupled with award-winning technology from Hootsuite, information and insights from AETracker is integrated and displayed into Hootsuite's intuitive dashboard to highlight the data that matters most. With the AE Tracker for Hootsuite app, users are able to:

1. Flag potential adverse events in monitored streams and send it to AE Tracker application for analysis
2. View all adverse events highlighted by AETracker directly inside the Hootsuite dashboard
3. Add additional search terms for AETracker directly from the Hootsuite dashboard

Be compliant with laws governing healthcare

Health and pharmaceutical companies need to detect and manage adverse events and compliance risks 24/7/365 on their digital properties. Using innovative tools, companies can identify and take action on adverse events and off-label discussions by identifying negative trends early. This information is displayed on the AETracker within the native Hootsuite dashboard with additional value-added functionality to make tasks seamless and intuitive.

We're here to support you 24/7 with our Social Command Center, staffed by pharmacovigilance experts that can verify potential threats and trigger adverse event reporting within 1 hour of appearance so you can mitigate reputation crises swiftly.

Avoid common compliance pitfalls:

Unreported adverse events. A vast majority go unreported*

Verification processes that cannot scale resulting in lengthy times for reporting

*Hospital staff did not report 86 percent of events to incident reporting systems. Dept of Health and Human Services, Inspector General of Compliance

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#bettertogether
with AETracker and Hootsuite

With AETracker for Hootsuite, take advantage of:

Workflows that empower your teams

Let your teams work more efficiently by mapping your social media workflows to your existing organizational structure. Then manage employees by project, department, or region—in a way that makes the most sense for you.

Compliance tools to reduce risk

Meet regulatory and internal standards through smart archiving and seamless integrations. Enforce your internal policies with powerful access control and approval settings.

Security you can trust

Guard against external threats better, with full account audits, network monitoring, and real-time alerts. Manage internal risk more effectively with secure logins, two-step approvals, and profile protections.

IMS Health + Hootsuite

The Nexxus Commercial Application Suite helps you make the most of every conversation by prioritizing and optimizing sales and marketing activities in the healthcare ecosystem with role-specific, integrated applications. Together, with Hootsuite, we are able to provide innovative technologies to drive more value.

Hootsuite is the most widely used platform for managing social media, loved by over 10 million people around the globe and trusted by more than 800 of the Fortune 1000. With Hootsuite, brands harness the power of social. Its platform brings together various social networks and integrates with hundreds of business applications. It's the one place to build customer relationships, listen to the needs of the market and grow revenue.

At IMS Health, we work with our partners to create applications designed to help you place your customer at the center of all your sales and marketing activities. Ensuring each customer hears exactly what you need to say is the core of our mission.

"A software-powered approach to social media monitoring can save an average of 70% in cost over a human audit approach, while significantly reducing human error."

AWARDS & RECOGNITION

Nexxus Social is a recognized leader in healthcare social media analytics

IDC MarketScape: Worldwide Life Science Social Media Analytics 2014 Vendor Assessment (doc#HI252646, December 2014)

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