A pharmaceutical company with immunological and anti-inflammatory brands transformed from a limited understanding of the online social landscape to become a leader in applying social media intelligence. Using Nexxus Social, the company incorporated strategic social insights into operations at multiple levels of the business – corporate, therapeutic area and brand.

As this company previously had no social listening process in place, marketers lacked visibility into patient postings about their medications and those of competitors. Data from blogs, forums, and social portals had minimal impact on decisions about brand messaging and company services.

IMS Health’s Nexxus Social solution is now used to leverage social intelligence across the organization. At the corporate level the company tracks overall consumer sentiment about products and services, as well as search trends and share of voice on leading social platforms. Therapeutic areas and individual brands review activities of online influencers, discussion topics on disease forums, and how competitors are engaging online. These insights have become key inputs about brand messaging, support services, and more.

“Social listening is not just another data source for us to sift through. We work closely with our market research team so that the data gets integrated and is considered part of the holistic view of the patient.”

This customer integrates reports from Nexxus Social in several ways – from key brand and sentiment data at the corporate level to insights about forum topics, online advocates, and competitive medications for individual brand teams.
Integrating social intelligence with Nexxus Social

This pharmaceutical company saw the potential for social findings to help shape core business activities such as marketing campaigns, competitive analysis, and influencer programs. The company now uses Nexxus Social extensively to capture and apply intelligence from social media.

Situation

- Majority of marketing for therapeutic areas was done in silos, with minimal coordination around campaigns and no process for social listening across the organization
- Minimal visibility into patient chatter about disease state and attitudes toward company’s products
- Social data played no role in analysis of business results or of competition

Solution

- Established detailed monitoring and analysis of social media across corporate, therapeutic areas and individual brand teams
- Delivered ongoing reports with comprehensive social findings about search engine topics, consumer sentiment, sources of information, plus online mentions and sharing
- Gained social insights about consumer perceptions of key brands and competitors
- Supported company’s compliance and reporting processes by incorporating AETracker for adverse event monitoring as an integral part of social listening

Nexxus Social

Monitor and analyze unstructured data including social media, articles, and CRM to assess brand sentiment and respond to market opportunities within your regulatory guidelines.

Brand Alert

Measure brand sentiment and share of voice to identify unmet HCP and patient needs and gather competitive intelligence.

Data Solutions

Capture social media and search data on companies, brands, and disease states by algorithms using semantic search and proprietary life sciences ontologies.

Social Survey

Conduct primary market research via social networks and ATU studies at 60% lower cost.

Digital Key Opinion Leaders (KOLs)

Build digital profiles of doctors and patients, integrated with CRM and MCM, to find alternative channels while providing real-time insights to improve field interaction.

Nexxus Commercial Application Suite

Nexxus Social is part of the Nexxus Commercial Application Suite, a set of cloud-based applications for life sciences. The Nexxus Commercial Application Suite integrates data and applications, tracks end-to-end relationships with customers across channels, and is supported by trusted advisors with deep industry expertise.

IMS Health

USA +1 610 834-0800 • One IMS Drive, Plymouth Meeting, Pennsylvania 19462, USA. European +44 (0)20 3075 5888 • Asia Pacific +65–6227–3006 • Japan +81–3–5425–9000 nexxus@imshealth.com • www.imshealth.com/nexxus

©2016 IMS Health Incorporated and its affiliates. All rights reserved. Trademarks are registered in the United States and in various other countries. ORB1390–7