Lexalytics Is the Best Prescription for AlternativesPharma to Improve Communication with Patients and Healthcare Providers

Company
AlternativesPharma

Industry
Pharmaceutical

Products and Services
Patient experience and behavior insights

Products and Features Used
Semantria API,
Sentiment Analysis,
Entity Extraction

Website
alternativespharma.com

Objective

Pharmaceutical marketing teams around the world rely on AlternativesPharma to provide expert insights and recommendations related to the day-to-day challenges pharmaceutical brand managers face with regard to growing market share, demonstrating product value, increasing patient adherence and improving buy-in from healthcare professionals.

AlternativesPharma draws these insights and recommendations from valuable, rarely tapped qualitative sources such as messages, comments and posts written by patients on social media, blogs and forums. In order to obtain relevant insights and appropriately in-depth analysis of this complex and large-scale written content, the company needed a robust, scalable software solution – and one that would help streamline their time-consuming categorization and investigation process.

Solution

Using Semantria, AlternativesPharma built a 2000-strong set of queries grouped into a multilevel hierarchy that enabled the company to perform a progressive analysis across their tens of thousands of data points. Semantria was then used to categorize the data into themes and sentiments, allowing the creation of "thematic maps". These maps provide the company's clients with valuable, actionable insights into patients' emotions and behavior with regard to particular diseases and pharmaceutical products.

The resulting insights and recommendations arising from the wide-reaching yet granular approach have resulted in shifts, improvements and new approaches in how pharmaceutical companies communicate with healthcare providers, authorities and patients.

Thousands
of data points

2,000+
queries to analyze them

Creation of thematic maps

"We needed to go beyond simple "e-reputation" and develop our recommendations from an in-depth analysis of the messages. That's where Lexalytics and Semantria came in. Our customers have altered and crafted their communications with healthcare providers, authorities and patients as a result of the recommendations we can now make, actually implementing an evidence based patient-centric strategy."

Thierry Baroghel
Managing Partner

Results

While introducing a new cancer therapy, one of AlternativePharma's customers decided to completely change the topics and tonality they had thought of for their communication to patients. They were able to craft a campaign that deeply resonated with the needs and expectations of their patients, ensuring buy-in. The combination of a) the power of Semantria and b) the coverage and precision of AlternativesPharma's proprietary 'query' set was instrumental to rank potential concerns and deliver relevance.

AlternativesPharma helped a patient association in nephrology to gain and establish credibility. By using Semantria, AlternativesPharma was able to show the differences between patients' experiences exchanged in 'public' places vs. patients' experiences exchanged within the private forum of the association. This was used to communicate the real value of the support brought by the association, through a variety of media -- from a poster presented in Lyon's 2015 nephrology professional congress to an article in "Néphrologie & thérapeutiques", a highly-regarded medical publication.

A customer of AlternativesPharma requested help in verifying assumptions laid out by a Key Opinion Leader (KOL) regarding the state of mind of schizophrenic patients. The granularity of the analysis that Semantria provided allowed us to confirm the theory which was then documented in collateral widely communicated to physicians.

LEXALYTICS
Read ● Between The Lines