



Cure your data headache



Lexalytics for Pharmaceuticals,
Biotechnology and Healthcare

lexalytics.com/industries#pharma

Overview

Inundated by massive amounts of information, pharmaceutical and biotechnology firms are quickly becoming overwhelmed. All this data adds up to one big headache. Lexalytics natural language processing is the cure.

80% of this data comes from unstructured sources, such as text, video, and audio. Text documents, including patient comments and social media posts, contain a wealth of information. But the language of pharmaceuticals, biotech, and healthcare is notoriously difficult to decipher.

The Lexalytics Intelligence Platform quickly and easily transforms this text into insights you can act on right away. Leveraging cutting-edge natural language processing and machine learning technology, our solutions are uniquely capable of understanding the arcane language of pharmaceuticals, biotechnology and consumer healthcare.

Cure your data headache and turn those words into money.



Manage key opinion leaders



Maximize lifecycle value



Demonstrate real-world value



Communicate more effectively



Hear patient experiences



Accelerate R&D

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“Lexalytics helped us sift through thousands of comments from medical professionals, enabling us to glean valuable insights. With the Pharmaceutical Industry Pack, we’re able to find specific trends that we would otherwise have missed.”

Ryan Arnold

VP Medical Affairs, Sage Therapeutics



In action

Monitor key opinion leaders (KOLs)

Ensure compliance with approved drug uses in your own communications, and avoid substantial fines. Then go even further to help your KOLs emphasize the most exciting aspects of your treatments, by understanding what excites patients and caregivers without spending millions on surveys.

Communicate more effectively

Analyze social comments and posts to hear patient talking about their experiences. Compare what they say to clinicians, versus what they say to their friends. Identify outcomes that showcase real-world value to payors. Uncover connections and opportunities you'd otherwise miss.

Accelerate R&D

Spend less time researching, more time developing. Quickly analyze thousands of research papers, reports, and study notes. Summarize and highlight relevant studies, data, and compounds. Bring drugs and therapies to market faster.

Next steps

Try the web demo

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Case study

AlternativesPharma listens to patients

Summary

AlternativesPharma delivers insights and recommendations to pharmaceutical marketing teams, to help them grow market share, demonstrate value, increase patient adherence, and more.

Using Semantria, AlternativesPharma categorizes data into themes and sentiments to create "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.

Results

- Increased market share for clients
- Demonstrated product value
- Improved buy-in from healthcare professionals

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