LEXALYTICS

Cure Your Data Headache

Natural Language Machine Learning for Pharmaceuticals & Biotechnology

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Applications

Manage 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.

Hear patient experiences

Analyze social comments and posts to hear patient experiences in their own words. Compare what they say to you, versus what they say to their friends. Identify outcomes that showcase real-world value to payors. Make connections and uncover product opportunities you'd otherwise miss.

Accelerate research and development

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.

Case Study

AlternativesPharma listens to patients

Summary

AlternativesPharma delivers insights and recommendations to pharmaceutical marketing teams. Using Semantria, AlternativesPharma categorizes patient comments and data into themes and sentiments to create "thematic maps". These maps provide their clients with valuable 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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Next steps

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LEXALYTICS

320 Congress St.
Boston, MA 02210 USA
sales@lexalytics.com

1-800-377-8036
www.lexalytics.com