EVALUESERVE

Active Online Listening: Know What Consumers Say About Your Drugs

Are you part of the global pharma conversation? Do you have an effective strategy for monitoring and responding to customer complaints online?

Without a comprehensive active online listening solution, pharmaceutical companies have **fewer opportunities to interact** with patients, physicians and key opinion leaders. They also run the risk of **missing critical information** about the **safety** and **reputation** of their products.

Active online listening is the monitoring of traditional and social media channels for information about companies, brands and products.

Why is it important?

The health conversations are happening online.

20 % of Twitter content mentions drugs or diseases.[1]

Increasing numbers of patients search for health info online, using:[2]

1. Google and other search engines
2. WebMD
3. Wikipedia
4. Facebook

Major news stories, including AE-relevant ones, break on social media.

Pharma company Twitter followings are increasing (300 % from 2013 to 2015).[3]

What can you do with it?

- Track patients' disease management

- Understand patient language

- Educate patients

- Build a community

- Uncover new product ideas

- Monitor competitors

- Examine the impact of side effects

- Identify threats to your brand

- Identify threats to your product

Are you one of the 40+ pharma companies engaging patients on Twitter? Do you have an effective solution for AOL? Don't miss out on critical information about your customers, brand and products.

1. Dan Munro, "New Study Ranks Johnson & Johnson #1 in Pharma for Social Media Engagement", Forbes Pharma & Healthcare blog, January 21, 2014.
2. Pew Research Center, Health Fact Sheet 2014, pewinternet.org/fact-sheets/health-fact-sheet/
3. Antonia Betts, Chelsey Toms, Rick Evans, Rebecca Canvin and Andra Visone, "Connecting the Dots: Which Pharma Companies are Succeeding in the Social Media Space?", Ogilvy Healthworld Presentation, April 2015

Learn more about our solutions for active online listening at
evalueserve.com/AOL

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