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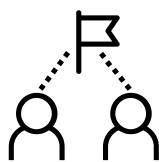
Vertical Analysis Support: Healthcare



Areas of impact for healthcare clients



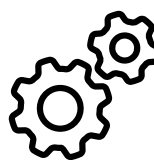
UNDERSTAND YOUR PATIENTS – Use our solutions to glean patient context far deeper than you ever have before. Enhance it further by leveraging critical segmentation principles to uncover unmet needs.



COMPETITIVE CONTEXT – With the ability to do rigorous brand channel & press release analysis combined with open listening, you can grasp where your competitors have been, where they are now, and where they are going next.



INDUSTRY TRENDS – Move beyond being reactive to trends that are already occurring and get ahead of ones that are starting to rise. Our predictive solutions can help you stay slightly ahead.



APPROVALS & RECALLS – Issues tracking and alerting are key to providing a well-rounded monitoring approach for your clients. We can structure your configuration to ensure you don't miss any problems that pop up for your clients or their competitors.



HCP, JOURNALIST & POLICYMAKER VOICES – Legislation drives industry change and media/HCP influencers can sway public opinion; understanding these audiences is critical to effective messaging.

Primary Entertainment Use Cases

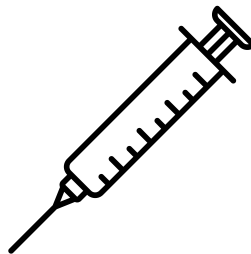
DISEASE STATES

- Patient Journey
- HCP Influencers
- Caregiver conversation
- Advocacy Groups



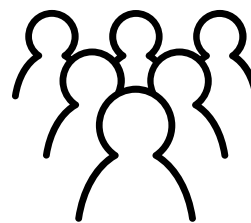
DRUG NAMES & TREATMENTS

- Clinical Trial Tracking
- FDA Approval alerting
- Attributes: cost, access, efficacy, side effects



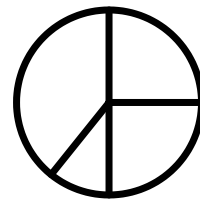
EVENTS & CONFERENCES

- Conference Tracking: ASCO
- Informing abstracts
- Tracking announcements



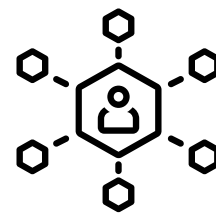
PHARMA BRAND & COMPETITIVE BENCHMARKING

- Pharma brand share of voice vs competitors
- Ownership across disease states (Pfizer, Novartis, etc.)



INDUSTRY & SOCIETAL INFLUENCES

- Policymaker & legislative conversation (healthcare act, IRA)
- Drug Prices
- Health Equity/DEI

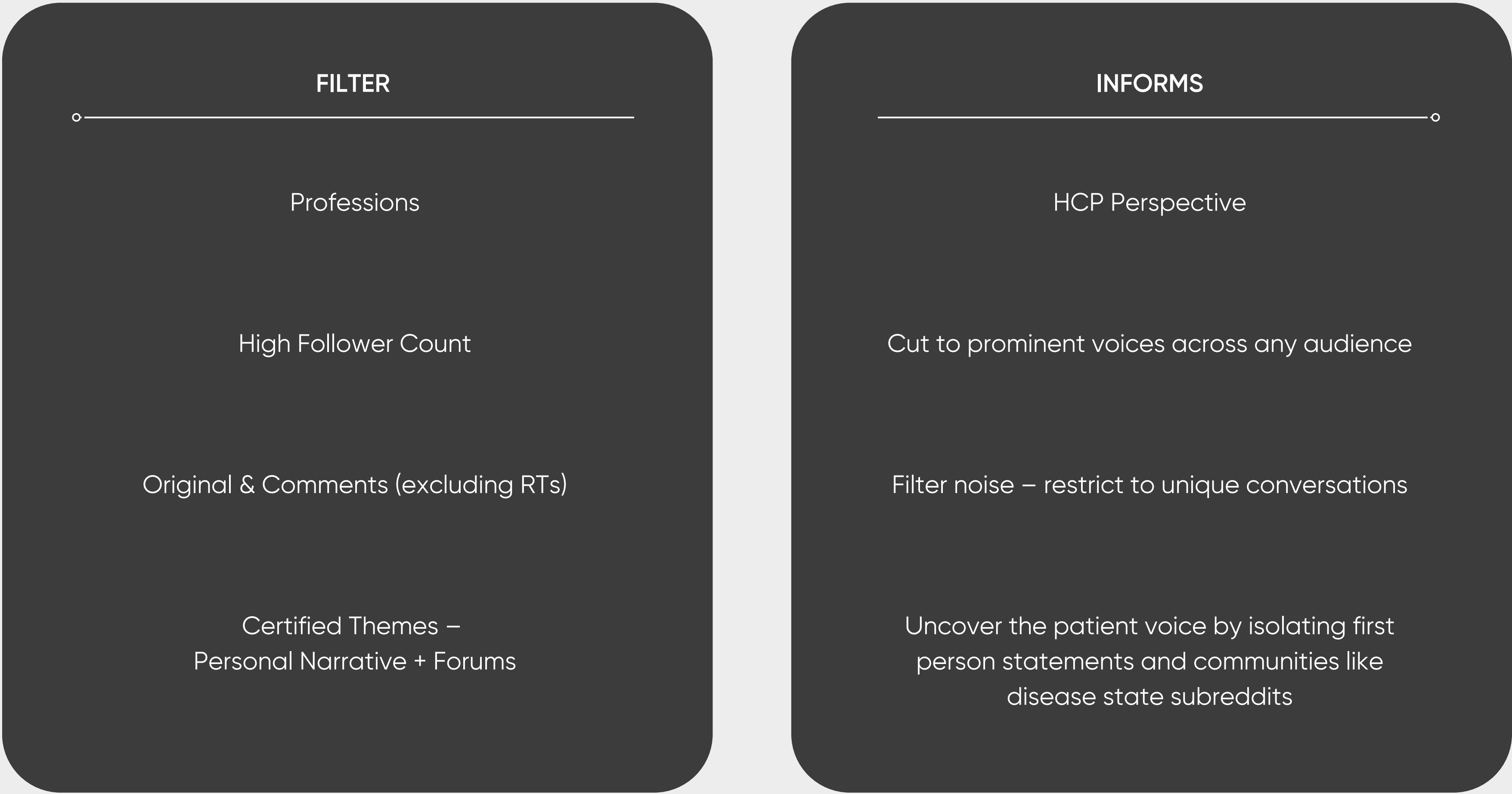


Suggested configurations to drive quick insights

TOPICS					ALERTS REPORTS ANALYSIS		
Clients Pfizer	Competitors BMS, Novartis	Events ASCO, JP Morgan Conference	Stakeholders/ Influencers Policymakers, CEOs	Disease States Multiple Sclerosis		Alert: Brand & Competitive Spikes	Alert: Industry
THEMES						Dashboard: Competitive Overview	Dashboard: Brand Overview
Treatments	Company Attributes Sustainability, Employee Relations	Issues	Policymakers	Executives		Dashboard: Issues Benchmarking	Dashboard: HCP & Treatment Comparison
Recalls	Approvals & Clinical Trials	Industry Trends	HCP's	Supply		Dashboard: Patient Voice & Disease State	Dashboard: Policymaker Healthcare Conversation
Announcements, Campaigns	Events	Disease States	Patients & Caregivers	Security		Discover Network: Issues Mapping	Discover Network: Stakeholder Mapping
Core Brand		Experience	Audiences	Corporate			

Target Analysis to Output. Use filters to segment by audience

Filters



Target Analysis to Output. Use filters to segment by audience

Analyses

WIDGETS

Crosstab

Themed Timelines

Sentiment Attributes, Behaviors, Emotions

Authors

Topic Comparison

Side-by-Side Comparison

INSIGHTS

Treatment share of voice & sentiment

Increase in Trends over time

Patient Pain Points

Influencer identification

Competitive Share of Voice, Sentiment & Engagement comparison

Competitive Affinities

Use Established Benchmarks to Optimize Real-Time Alerts

Any Mention

- Brand + >100k followers
- Brand + "recall," "boycott"
- Competitor + "recall," "announcement/launch"

Any Metric

- Exceeds avg. negative mentions
- Negative side effects, mentions exceeded by X amount
- High Follower Count filter exceeds threshold (for influencer capture)

Dashboard Reports

- Daily Brand with key treatments & disease states
- Monthly Competitive with share of voice and owned messaging
- Industry Quarterly with HCP vs patient voice
- Audience Quarterly understanding policymaker & media conversation