QUID

Vertical Analysis Support: Healthcare

PUBLICIS GROUPE

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.

EXAMPLES

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

EXAMPLES

Suggested configurations to drive quick insights

TOPICS				
Clients Pfizer	**Competitors** BMS, Novartis	**Events** ASCO, JP Morgan Conference	**Stakeholders/ Influencers** Policymakers, CEOs	**Disease States** Multiple Sclerosis
THEMES				
Treatments	**Company Attributes** Sustainability, Employee Relations	Issues	Policymakers	Executives
Recalls	Approvals & Clinical Trials	Industry Trends	HCP's	Supply
Announcements, Campaigns	Events	Disease States	Patients & Caregivers	Security
Core Brand		**Experience**	**Audiences**	**Corporate**

ALERTS | REPORTS | ANALYSIS

Alert: Brand & Competitive Spikes	**Alert:** Industry
Dashboard: Competitive Overview	**Dashboard:** Brand Overview
Dashboard: Issues Benchmarking	**Dashboard:** HCP & Treatment Comparison
Dashboard: Patient Voice & Disease State	**Dashboard:** Policymaker Healthcare Conversation
Discover Network: Issues Mapping	**Discover Network:** Stakeholder Mapping

Target Analysis to Output. Use filters to segment by audience

Filters

FILTER	INFORMS
Professions	HCP Perspective
High Follower Count	Cut to prominent voices across any audience
Original & Comments (excluding RTs)	Filter noise – restrict to unique conversations
Certified Themes – Personal Narrative + Forums	Uncover the patient voice by isolating first person statements and communities like disease state subreddits

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