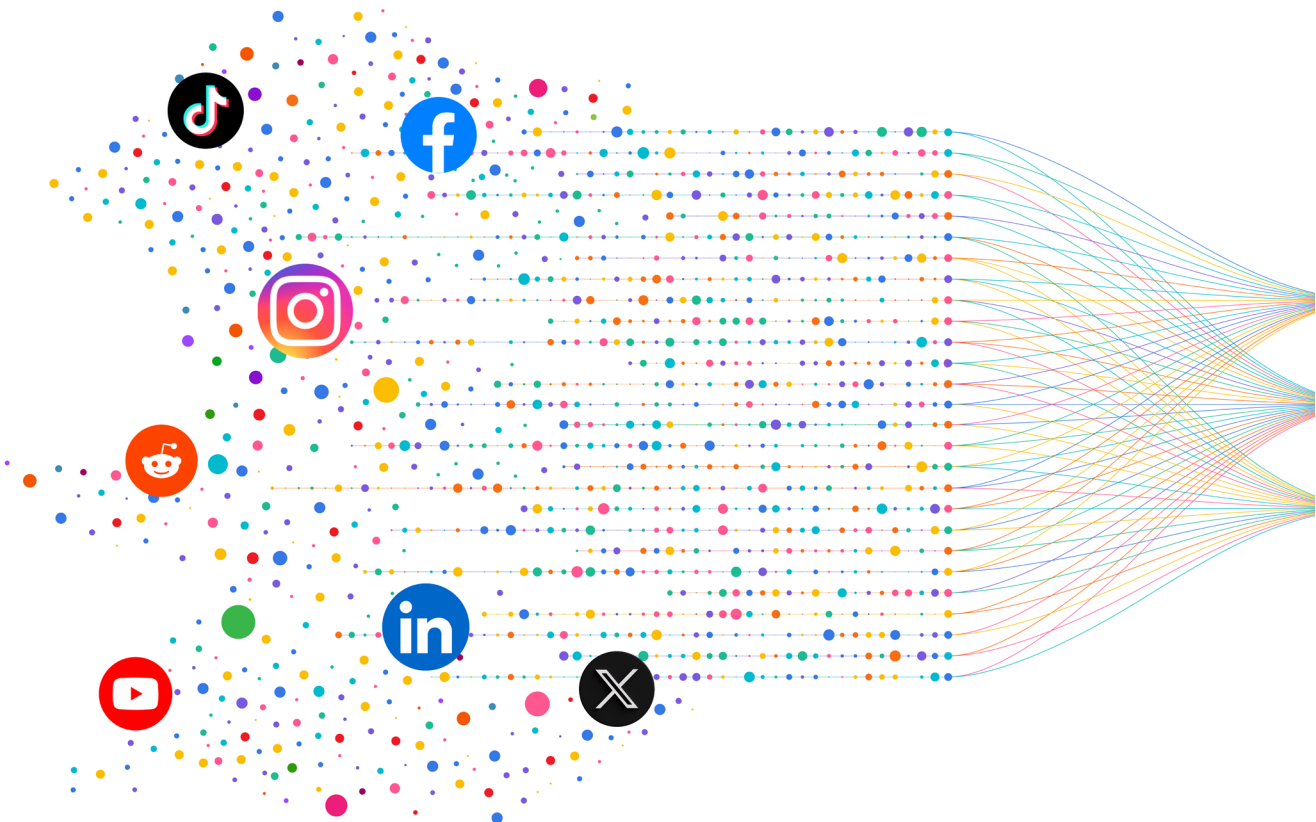
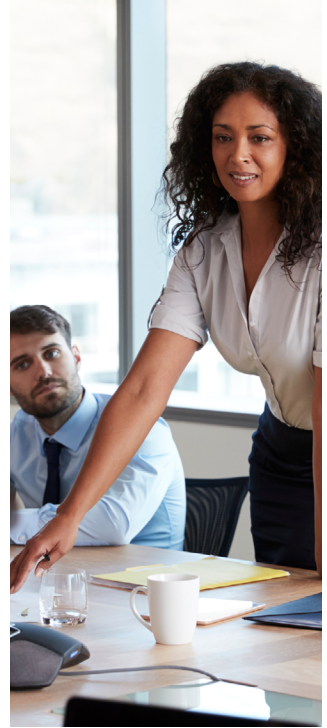


Social Media Listening for Advanced Pharma Intelligence

Surfacing trends, sentiment, and signals
beyond traditional listening tools



In pharmaceutical decision-making, what you don't know can cost millions



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The right strategic intelligence reveals hidden perceptions of your products, exposes competitive threats before they materialize, and identifies unmet needs your competitors haven't discovered.

The pharmaceutical industry has historically relied on one-on-one meetings, professional conferences, and formal surveys for gathering market intelligence. These methods are valuable, but they only capture a small fragment of meaningful healthcare conversations today.

Now critical industry discourse has expanded to disparate digital spaces. Healthcare professionals actively engage online about clinical trial data and treatment options. Patients share medication experiences in forums and social media. Advocacy groups publicly respond to FDA approvals. Drug launches generate immediate digital discussion across platforms.

This digital shift creates a crucial decision point for pharmaceutical companies. Those who adapt their intelligence methods will gain powerful market insights. Those who don't will miss critical signals hidden in thousands of online conversations.

We'll Explore

Strategic intelligence and market position

Going beyond vanity metrics

Benefits of comprehensive social intelligence

Strategic social intelligence and how it impacts market position

Online healthcare conversations now directly shape market perception, drive prescribing decisions, alter engagement priorities, and influence policy direction.

Comprehensive market intelligence provides the breadth and depth you need to capture the complete picture. Without comprehensive social intelligence, your company might operate with dangerous blind spots — and end up missing crucial signals that directly impact product success and market position.

Strategic monitoring opportunities

- Major medical congresses and scientific presentations
- Drug launches and regulatory decisions
- Competitor announcements and market disruptions
- Pricing decisions and reimbursement updates
- Legal and ethical issues affecting reputation
- Mergers, acquisitions, and strategic partnerships

To fully leverage insights from these opportunities, you need to go beyond basic social listening which only analyzes limited sources over a narrow window of time.

Beyond vanity metrics: Avira's AI-powered social intelligence

Avira delivers real-time social monitoring and AI-powered analytics that transform online healthcare discussions into strategic intelligence for pharmaceutical decision-makers.

Avira's Agentic Framework builds on IBM watsonx.ai's reasoning capabilities to accurately interpret complex medical discussions.

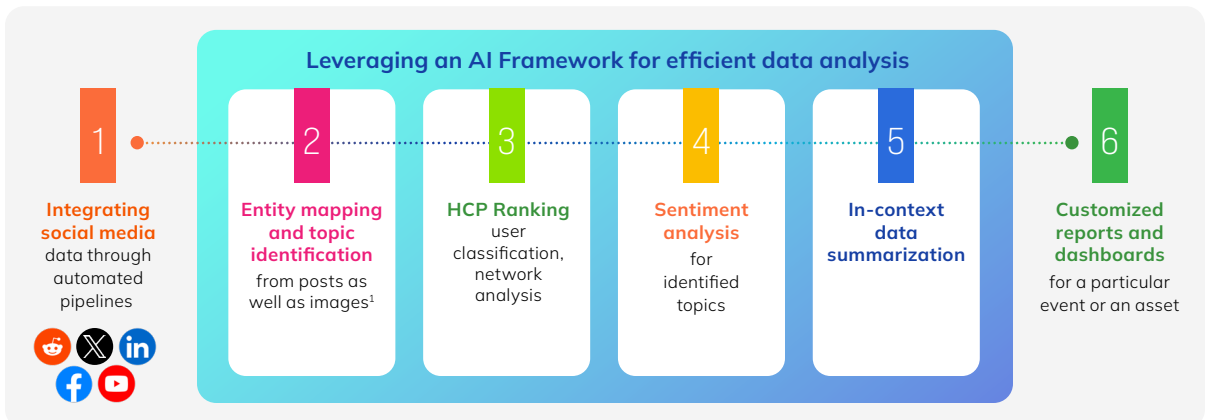
Avira's proprietary AI layer enables deeper, longitudinal analysis (over months and years) that basic social listening tools cannot match:

Advanced pattern recognition identifies specific clinical trials and products even when they're not explicitly named in conversations.

Sophisticated analytics **detect data gaps and unmet needs** from healthcare professional discussions.

Proprietary algorithms **discover both established and emerging Key Opinion Leaders (KOLs)** with detailed metrics about their reach.

Avira's strategic market intelligence solution



1. Both context-aware and explicit mentions

The strategic benefits of comprehensive social intelligence

Imagine knowing exactly which healthcare professionals truly influence prescribing decisions before your sales meeting. Avira's solution pinpoints the digital voices that actually drive market perceptions, not just those with the most followers.

See how sentiment about your products changes over time. You'll catch the early whispers of concern or enthusiasm months before they become obvious trends. When competitors launch counter-narratives, you'll spot these market shifts immediately, not weeks later when damage is already done.

During potential crises, our real-time monitoring becomes your early warning system that reveals emerging issues when they're still controllable. Meanwhile, your field teams walk into every HCP conversation armed with specific knowledge about that particular provider's online comments and concerns.

Most importantly, you gain something invaluable: the unfiltered truth about how members of the healthcare community actually discuss your products when they think pharmaceutical companies aren't listening.

Making Sense of Medical Congress Data

A top global pharmaceutical company knew they couldn't analyze 20,000+ tweets on their own during a major oncology congress. Manual methods would miss critical real-time sentiment and brand engagement data.

Avira's AI-powered platform delivered:

95% sentiment analysis accuracy

70% reduction in analysis time

50% lower monitoring costs

The company gained actionable intelligence without manual tracking and adapted messaging as conversations developed during the event.



Discover what you're missing in healthcare conversations.

Contact us today for a demonstration.

Avira Digital, an IBM Partner Plus company, delivers AI-driven social intelligence solutions for life sciences organizations.

www.aviradigital.com | info@aviradigital.com

IBM watsonx offers powerful AI capabilities for sentiment analysis and trend detection within social media content, all with enterprise-level security and compliance.

www.ibm.com/watsonx