

# IMS SOCIAL MEDIA SOLUTIONS

## Social Media Listening, Research and Compliance for Healthcare

Whether you are in Brand Management, Market Research, Competitive Intelligence, Corporate Affairs & Public Relations, Drug Safety or Corporate Security, realizing the value of social media remains challenging given the complexities and regulatory barriers around the rising use of social media.

### TAKING ENTERPRISE SOCIAL LISTENING ENGAGEMENTS TO THE NEXT ACTIONABLE-LEVEL

IMS Social Media Solutions, powered by Semantelli Technology, is a recognized leader in health care social media analytics. The cloud-based platform offers a robust set of products and services that automate the collection of social media content and provide real-time monitoring of reputation and opportunities, delivering extensive insights into consumer and physician behavior and sentiments.

- Developed for health care
- 24-7 social media command center
- Services supported in more than 100 countries worldwide
- Software as a Service (SaaS) platform supports 52 languages
- Capturing more health specific content with proprietary medical ontologies, including patient language, and patent pending algorithms using semantic search to optimize listening capabilities
- Patent-pending native Adverse Event (AE) detection & reporting provides compliance ready tools



Our social media solution offers not only analytics, but deeper, more relevant insights to help you answer questions such as:

- What are the possible compliance problems?
- How do social media fit with traditional marketing channels?
- What insights can I get from social media and how do I act on those?

**For additional information,** contact your IMS Brogan representative or visit [www.semantelli.com](http://www.semantelli.com)

IMS HEALTH OFFERS A BLEND OF PRODUCTS AND SERVICES THAT CATER TO SPECIFIC NEEDS OF THE CLIENTS IN EACH OF THESE AREAS

SEGMENT	PRODUCT	BENEFITS
COMMERCIAL	BrandAlert	<ul style="list-style-type: none"> <li>● Measure brand sentiment and share of voice</li> <li>● Learn unmet HCP and patient needs</li> <li>● Competitive intelligence</li> </ul>
	SocialSurvey	<ul style="list-style-type: none"> <li>● Conduct primary market research via social networks</li> <li>● ATU studies at 70% lower cost</li> </ul>
	HCP-4D	<ul style="list-style-type: none"> <li>● Build digital profiles of doctors to find alternative reach channels</li> <li>● Learn real-time insights about HCPs to make field interaction effective</li> <li>● Integrate digital profiles of HCPs with CRM</li> <li>● Run social media campaigns micro-targeting HCP's</li> </ul>
COMPLIANCE AND RISK MANAGEMENT	AETracker™	<ul style="list-style-type: none"> <li>● Find Adverse Events, Off-Label and other legal risks in company sponsored social media and mobile channels</li> <li>● Ensure that company sponsored social media and mobile channels are compliant</li> </ul>
	CoProtect	<ul style="list-style-type: none"> <li>● Reputation monitoring</li> </ul>
	WikiCorrect	<ul style="list-style-type: none"> <li>● Monitor company and brand Wikipedia pages</li> <li>● Legally correct mis-information with Wikipedia collaboration</li> </ul>
OTC	OTC Reviews	<ul style="list-style-type: none"> <li>● A compliance sensitive review widget that could be plugged into a branded website and branded Facebook page</li> </ul>
DATA	Data Solutions	<ul style="list-style-type: none"> <li>● Historical social media and search data on companies, brands and disease states</li> </ul>

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