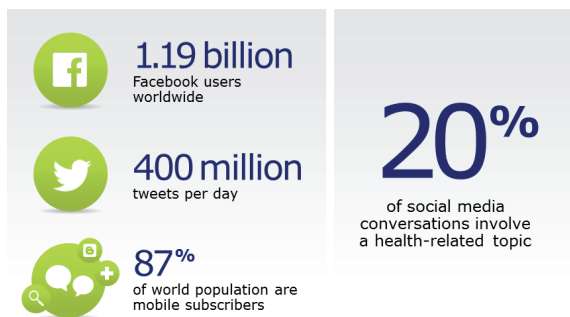


Social Media Analytics and Compliance

Whether you are in Senior Management, 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



Nexxus Social 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.

These provide real-time monitoring of adverse events, reputation and opportunities to deliver extensive insights into health care practitioner and patient associations, and patient behaviour and sentiments.

Leading Technology and Human Expertise, Optimized for Health Care

- Semantically linked proprietary medical ontologies, including patient language, combined with a white list of health-related online sources help capture more relevant content
- Customized algorithms provide key performance indicators (KPIs) that answer specific questions for life sciences organizations
- A medically trained analyst team turns analytics into insights and actionable recommendations



Ensure Compliance and Minimize Risk

- Patent-pending native Adverse Event (AE) detection
- Social Media Command Center validating threats 24/7

Global Offering

- Services supported in more than 100 countries worldwide and 52 languages

Tailored Solutions

- Breadth of portfolio allows for customized solutions to address specific client needs
- Canadian-specific content

More Relevant Insights

Nexxus Social offers not only analytics, but deeper, more relevant insights to help answer important questions such as:

- How can social media channels be leveraged to engage with key stakeholders such as Key Opinion Leaders (KOLs)?
- Who are the critical Key Social Advocates (KSAs) for my brand and disease areas of interest?
- What types of activities are competitors undertaking and how are these being viewed by HCPs and patients?
- What is the sentiment for our brand (positive, negative or neutral) and what is driving this sentiment?

Social Media Product Portfolio

Product	What does it do?	Typical users
Conference Buzz Monitoring	<ul style="list-style-type: none"> • Allows for monitoring of social media activity (i.e., Twitter, blogs, forums, news channels) generated about medical conferences in real-time. • Provides an understanding of what clinical data, scientific sessions/poster presentations, modifications to treatment guidelines are resonating most with KOLs/KSAs • Allows pharmaceutical companies to uncover what initiatives and marketing activities are being undertaken by competitors 	<ul style="list-style-type: none"> • Senior management • Brand managers • Product marketing & Digital marketing • Market research
BrandAlert	<ul style="list-style-type: none"> • Measures brand sentiment and share of voice • Identifies unmet HCP and patient needs • Provides competitive intelligence 	<ul style="list-style-type: none"> • Senior management • Brand managers • Product marketing • Global market research
Digital KOLs	<ul style="list-style-type: none"> • Builds digital profiles of doctors and patients to find alternative communication channels • Real-time insights about HCPs to make field interaction more effective • Integrates digital profiles of HCPs with CRM and marketing applications for ease of use • Runs social media campaigns micro-targeting HCPs 	<ul style="list-style-type: none"> • Senior management • Brand managers • Sales and marketing
AETracker	<ul style="list-style-type: none"> • Finds adverse events, off-label and other legal risks in company sponsored social media and mobile channels • Helps company sponsored social media and mobile channels to be compliant 	<ul style="list-style-type: none"> • Senior management • Brand managers • Legal and regulatory • Drug safety and PV
CoProtect	<ul style="list-style-type: none"> • Reputation and issues monitoring 	<ul style="list-style-type: none"> • Legal and regulatory • Drug safety and PV
Data Solutions	<ul style="list-style-type: none"> • Historical social media and search data on companies, brands, and disease states 	<ul style="list-style-type: none"> • Business intelligence groups