

CASE STUDY

Industry
Pharma

Therapy area
Osteoporosis

Project
Customer Intel

RETROSPECTIVE

3 YEARS

MULTI-
STAKEHOLDER

PATIENT VOICE

CONTENT STRATEGY

**STAKEHOLDER
MAPPING**

**STAKEHOLDER
NEEDS ANALYSIS**



The challenge: Little is known about the challenges of living with and treating osteoporosis.

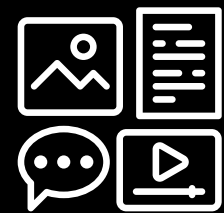
The ask: To understand the perspectives & unmet needs expressed by patients & multidisciplinary stakeholders treating osteoporosis day-to-day, enabling the client to provide targeted support & educational materials.

The ROAR approach: We identified all global mentions of osteoporosis and bone health posted within various social media platforms during the past three years, segmenting these into several themes, including questions and opinions around medications, clinical outcomes, menopause, diet, exercise and mental health.

We focused in on the genuine signals and trends, removed the noise and analysed all opinions, segmenting these by audience, (1) rheumatologists, (2) orthopaedists, (3) GPs, (4) pharmacists, (5) nurses, (6) gynaecologists, (7) endocrinologists, (8) patients and (9) geriatricians, and by market (US, UK, EU-5).



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What we did

We identified 87,414 digital conversations concerning osteoporosis. Rheumatologists, nurses, endocrinologists, pharmacists, gynaecologists and GPs were actively sharing more opinions, views and materials to support patients than ever before. Only geriatricians were sharing less.



What we found

Study conversations were most often had by rheumatologists, pharmacists discussed medications, gynaecologists for diet, exercise and menopause, and GPs and nurses focused on patient relevant outcomes.

Patients provided a vivid explanation of the reality of living with osteoporosis, detailing its impact on sleep, relationships, anxiety and stress.



What we delivered

A detailed report was delivered which was presented during the Royal Osteoporosis Society annual conference, presented by three KOLs. This analysis shone a spotlight on the reality that structured analysis of social media data provides unrivalled opportunities in understanding the unfiltered views of those integral to all aspects of osteoporosis care.