

CASE STUDY

Industry

Consumer health

Therapy area

Chicken Pox & burn relief

Project

Regulatory submission

RETROSPECTIVE

10 YEARS



**PHARMACO
VIGILANCE**

LICENSE EXPANSION

**REAL WORLD
REVIEWS**

NEW CLAIMS

The challenge: Regulators will often ask manufacturers to demonstrate that products remain safe, effective and are being used without serious adverse incidents.

The ask: Our client approached us to support them in both keeping & expanding their license for over the counter sales in the UK.

The ROAR approach: We listened retrospectively to all social media channels identifying every conversation globally, concerning use of their product over the past 10 years (in every language). In doing so, we also captured every user review shared via Amazon, Boots, Best Buy and other international pharmacy chains.

We focused in on the signals, removed the noise and analysed all reviews & opinions supporting the client's claim that the product was also suitable for under 16s (and infants) without a risk of adverse events, and supports natural skin repair.

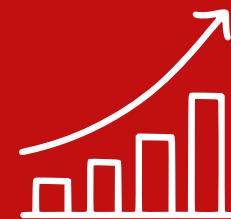


Industry: Consumer health
Therapy area: Chicken pox & burn relief
Project: Regulatory submission



What we did

We identified 485 real-world reviews, and 80 real-world testimonies highlighting the benefits to under-16s across the globe. We also highlighted reported safety concerns and potential adverse events.



What we found

We demonstrated a statistically significant increase in the rate of skin repair mentions among those aged 16 and under, demonstrating clear real-world benefit, while providing regulators with confidence in the effectiveness & safety of the product beyond the RCT in real-world settings.



What we delivered

A detailed report with analysis from our medical expert was delivered, and submitted as part of a successful response to BSI auditors, demonstrating clear real-world benefit, and providing regulators with confidence in the effectiveness of the product, and the presence of an ongoing digital strategy to identify any PV risks.