BACKGROUND

The new ‘Digital Age,’ in which there is a ubiquitous use of social media, is providing innovative ways to gain insight into the patient (Novartis, Hyderabad) for designing the poster layout

METHODS

• This retrospective, cross-sectional study used an SML approach to gather data from Twitter, Blogs/Media, Forums and Newsrooms between December 1, 2016 and February 28, 2017
• A search string was developed using the Medical Subject Heading (MeSH) terms for DED and a social media data aggregator tool (Sales Force Social Study) was used to download data. Data from Facebook was not accessible considering the contract limitations with the data aggregator tool
• The downloaded data was anonymized to remove all personal identifiers and categorized for analysis, based on channels, stakeholders, sentiments and key themes of discussion, along with any adverse event reporting
• The study was conducted across multiple geographies (US, EU-5, Japan and Australia); however, only English language posts were included in the analysis
• After data categorization, text algorithms and manual curation techniques were used to perform the analysis and generate insights

RESULTS

• A total of 2,451 relevant posts were included for analysis
• Twitter was the primary source of information, contributing to 61% of total posts followed by other sources such as Forum (16%) and Media/Blogs (13.7%) (Figure 2)
• Most of the posts were from the US (55%) and Europe (18%) (Figure 2)
• Key discussion themes identified by SML analysis were DED symptoms (3,025 mentions), treatment options (1,866 mentions), causes (1,328 mentions), diagnosis (539 mentions) and management (101 mentions)

OBJECTIVE

To understand the needs and perceptions of patients using Social Media Listening (SML), and generate valuable insights with respect to disease burden, diagnosis, treatment, unmet needs and health-related quality of life (HRQoL)

Figures

PROTOCOL

A SOCIAL MEDIA LISTENING STUDY

No standard treatment

"There aren’t any quick fixes. Each intervention can take a few months to make a significant difference and you need a combination of treatments for relief"" No proper diagnostic process / tool

"I ask again, what is the actual diagnosis? What is causing these symptoms? They can’t answer because the real underlying cause was not identified. In many cases, they were prescribed medications or therapies without diagnosing a diagnosis at all"

Patients feel frustrated by undergoing series of tests to confirm dry eye

"Just completed my annual eye exam with Dr. XXX. Obviously not fun sitting through a battery of tests but Dr. and staff were extremely thorough and competent as they explained and addressed all potential issues."

Lack of dry eye specialists

"Assumed that any “injury” ophthalmologist would be able to treat dry eye. I have since learned that there aren’t a whole lot of doctors who specialize in dry eye, and there are even fewer who are truly competent at treating it."

Lack of Disease Awareness

"Tell me about it friends everywhere! I didn’t realize dry eye would create such a tight sensitivity as well!!!"

Impact on Quality of Life

"After getting dry eye I became extremely frustrated and almost depressed for a while" The eye had also extremely dry eye for the past 2 months so I can’t look at my computer for more than 5 minutes without drying out.

"I had to stop driving because I couldn’t see through the heavy tear production and stopped working as a film maker I couldn’t focus my cameras"

CONCLUSIONS

The results of this study suggest SML is a valuable approach for gathering patient insights

Insights from Social Media Listening can be used to inform early drug development in combination with traditional techniques such as literature reviews and qualitative/quantitative patient market research

Understanding the patient experience and their unmet needs early in the drug development process allows clinical trials to be customized with outcomes measures which are of greatest importance to the patient

REFERENCES


Disclosure

All of the authors are employees of Novartis group of companies and have nothing to disclose

Acknowledgement

The authors acknowledge Manasvi Karva (Rouche, Hyderabad) for designing the poster layout The full responsibility for the content lies with the authors

Funding

This study was sponsored by Novartis Pharma AG, Basel, Switzerland

Poster presented at ISPOR 30th Annual European Congress, 4–8 November 2017, Glasgow, Scotland

Figures

Figure 1: Study Methodology

Figure 2: Percentage split of posts by data source and geography

(A) By Data Source

(B) By Geography

Table

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<thead>
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Patient Pathway and the Perspective on DED

The analysis provided key insights into the patient journey (Figure 6) and unmet needs (Figure 7). While this study clearly suggests a need to increase disease awareness, lack of standard diagnostic tools, treatment options and specialists emerged as key unmet needs

Surgical procedures are available which are indicated for severe to moderate dry eye, and are clearly underutilized across all stages of the disease journey. This study suggests a need to increase disease awareness, lack of standard diagnostic tools, treatment options and specialists emerged as key unmet needs across various stages of the patient journey

Key finding: There was a high level of discussion on the impact of DED on patients’ QoL which results in lower work productivity, limiting activities of daily living and affecting the psychological wellbeing of the patient which is illustrated by the patient verbatims in

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