

Using Social Listening to Gain Actionable Insights from Medical Congresses

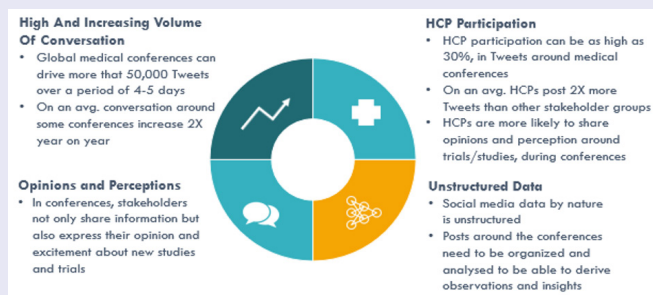
Every year, medical congresses see participation from pharmaceutical companies and various stakeholders, including HCPs. These congresses not only feature vital whitepapers, research outcomes and presentations but also generate an enormous amount of online conversation. Considering the thousands of representatives gathered to network at these events, it is easy to understand the resulting spike in social network interactions. Extracting the meaningful data from these conversations can be a daunting task, but that's where congress listening with near-live monitoring holds the key.

Why is it important to monitor medical congresses?

The scale of these events, and the level of stakeholder participation, makes listening to these tweets and posts around the congress a great opportunity for pharmaceutical companies to learn from healthcare providers (HCPs).

The fact that HCPs contribute to 25-30% of the posts around the congresses makes it even more important for pharmaceutical companies to monitor these events since it can help them gain insight from these relevant stakeholder groups – as they often don't have access to this information in any other way.

Furthermore, companies invest time, energy and money in participating in congresses, with little to no visibility of their impact or ROI. Using social listening after the event or trying to link subsequent sales and marketing to congress participation often has limited effect.



What is a congress listening roadmap?

Establishing a practical congress listening roadmap helps companies structure the conversations and capture insights in a timely manner. A congress listening roadmap comprises three major stages: Pre, During and Post-Congress. To effectively monitor a congress, it's important to carefully plan and execute each of these three stages.

Pre-Congress:

At this stage, you need to plan the congress listening activities based on the business objectives and desired outcomes from the exercise. This stage would typically involve identifying business questions, key stakeholder groups to monitor, the key trials/studies to focus on, as well as preparation of the design and analysis framework.

The pre-congress stage prepares for the during and post-congress analysis and outputs so that the results can be delivered in time.

During Congress:

This stage is all about conducting almost real-time analysis and generating timely updates for internal and external stakeholder groups. Outputs can be in the form of daily infographics, insight bites for Twitter and other marketing channels, or performance reports for owned and earned campaigns.

During the congress, reports and outputs need to be visual, quantitative and concise to aid easy understanding and absorption by the various stakeholder groups.

Post-Congress:

In this stage, you need to collate all the observations from the during congress analysis and generate focused and insightful summary reports. These would include in-depth analysis of stakeholder groups, topics of interest, the perception around key trials and studies, participation of key opinion leaders (KOLs) and review of observations and learnings from the event.



What are the key requirements for conducting social media listening in medical congress?

To effectively listen to a medical congress, you must first implement some tools and techniques. While there are many basic requirements, below are some of the most crucial prerequisites:

- A social media data aggregator with holistic data and platform coverage
- Algorithms to identify stakeholder groups, key studies, topic areas and sentiment
- Expertise in understanding social and pharma terminologies/content
- Attractive visual and graphic layouts to present data and insights

Monitoring key medical congress through the application of appropriate tools and techniques can provide pharma, and other health care organisations, an opportunity to better allocate their resources on marketing and engagement initiatives and gain vital insights to aid the research and product development process.

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