



GROUNDBREAKING REAL WORLD EVIDENCE VIA SOCIAL MEDIA

Social Media sourced Real World Evidence (RWE) has the ability to transform how the consumer healthcare and pharma industry develop new product claims.

Healthcare brands are increasingly under pressure to provide up to date, credible evidence, to improve or support licensed indications and claims, throughout a product's lifecycle. RWE is backed by the **Association of The British Pharmaceutical Industry (ABPI)**, and has been reported in:

DigitalHealthAge
MEDICAL · PERSONAL · BUSINESS

BJN
British Journal of Nursing

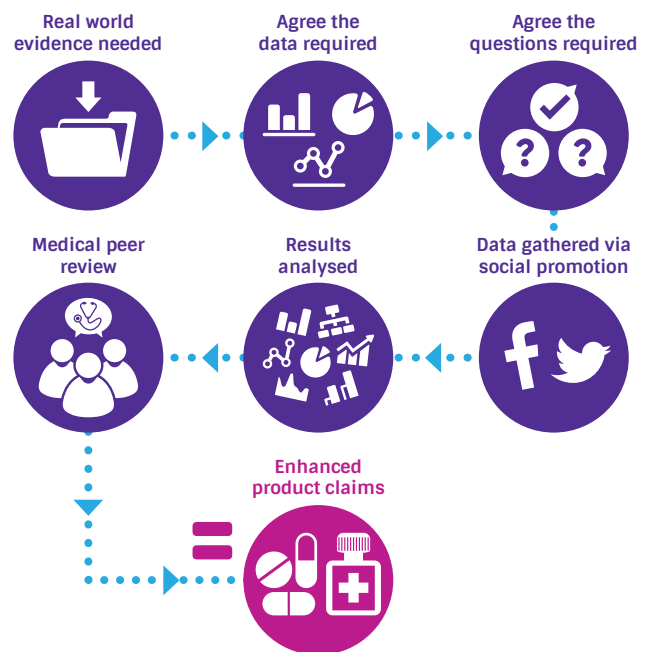
epm
CONNECTING PHARMA

europaean
pharmaceutical
review

In response to this; we have launched a pioneering solution – **Real World Data Collection using Social Media** – enabling brands to collect data in a pertinent, low-cost manner to support licensed indications, patterns of use and outcomes in the real world. Our data collection methodologies and technologies have been applied to this new technique, which was created by Independent Medical Officer, Dr. Martin Goldman.

THE BENEFITS OF SOCIAL MEDIA SOURCED RWE:

- ✓ Low-cost solution in comparison to RCTs; often up to a tenth of the cost
- ✓ Data is collected on a large scale, enabling detailed / granular analysis
- ✓ Studies can be conducted into areas where conventional healthcare research is not possible, or difficult
- ✓ The data collection process is not governed by clinical trial regulations, offering greater control
- ✓ It provides evidence that can be used to strengthen existing product claims or help develop new ones.



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