Towards an artificial intelligence-enabled social media listening solution to inform early patient-focused drug development strategies

LESSEONS LEARNED

In-house expertise and capabilities can be leveraged to execute SML studies across therapeutic areas

Establishing clear operational definitions of patients and caregivers, as well as concepts of interest, early in the process accelerates ML algorithms accuracy and the generation of evidence from social media-based patient experience data

FUTURE DIRECTIONS

Refinement of a scalable AI-enabled SML tool, including the establishment of quantitative standards for accuracy metrics as well as qualitative analyses plans

Development of qualitative analyses plans and actionable insights to inform our drug development process in ways that can advance meaningful outcomes for patients and caregivers

BACKGROUND & SCOPE

Patient-Focused Drug Development (PFDD)

- PFDD is a systematic approach aiming to improve the quality, relevance, safety and efficacy of drug development and inform drug evaluation, through the incorporation of the patient’s perspective throughout the drug development process1-4.

  - This includes:
    - Collecting meaningful patient & caregiver input through systematic approaches
    - Capturing information on patient preferences through appropriate methods
    - Identifying the information that is most relevant to patients related to treatment benefits, risks, and burden
    - Facilitating patient enrollment in appropriate clinical trials
    - Minimizing the burden of patient participation in clinical trials
    - Identifying ways to effectively communicate information to support patient decision making

Social Media Listening (SML)

- Social media has emerged as a source of rich insights on patient experience of strategic value throughout the R&D process.

  - Different SML use cases have been reported in a PFDD context, including characterization of unmet needs, patient experience with disease and/or treatment, among others5-8.

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