



Analyzing Online Conversations on Treatments for Early Relapses of Multiple Myeloma in the US and Germany

CLIENT

**Leading Multinational
Biopharmaceutical
Company**

INDUSTRY

Life Sciences



STUDY OBJECTIVE

The objective of the study was to understand the themes of conversations on early-stage relapse of Multiple Myeloma by patients and medical professionals.



DATA SOURCES

Social media including Twitter, Reddit, consumer and industry forums, and comments under relevant articles

RESEARCH PROCESS

- C5i ran an initial market scan to understand Multiple Myeloma and its treatment during early relapses.
- An extensive query was prepared in English and German for the two geographies under analysis. The query included the various ways Multiple Myeloma is referred to as well as the various drugs and therapies used in such cases.
- Conversations by patients and medical professionals were segregated and analyzed for themes using text analytics.

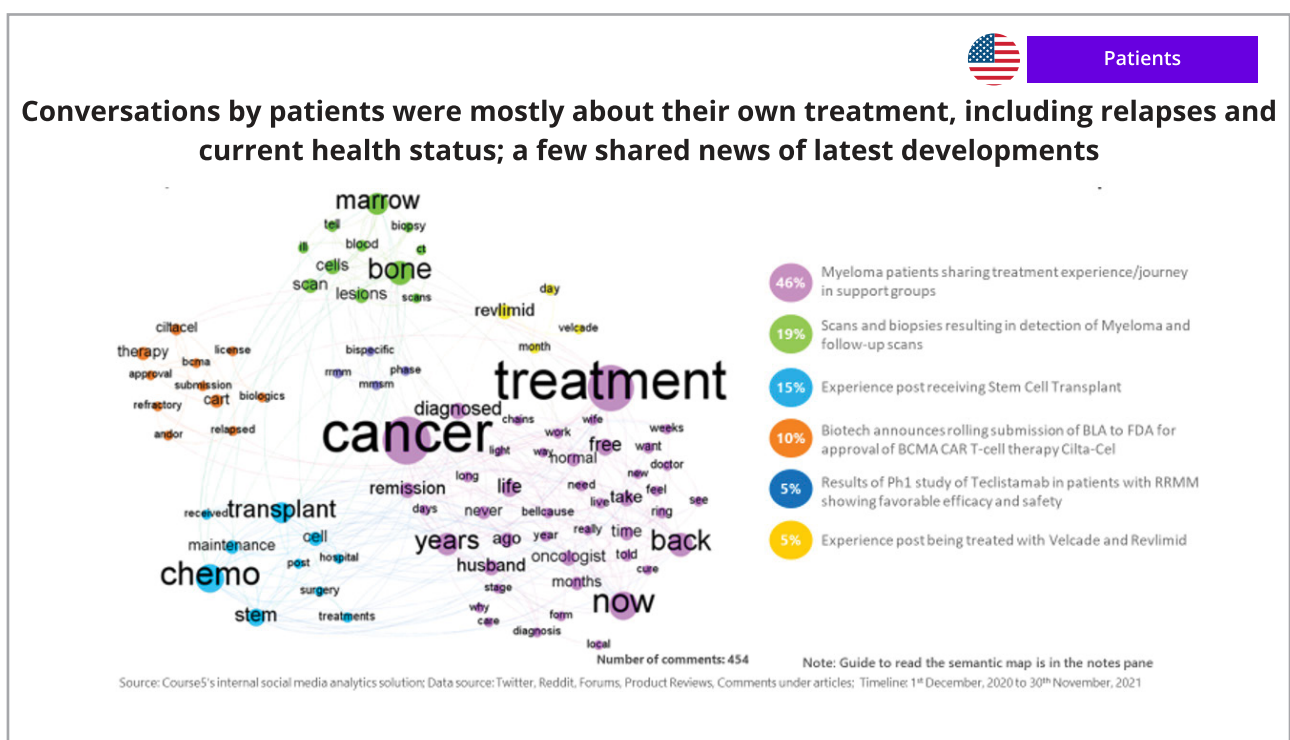
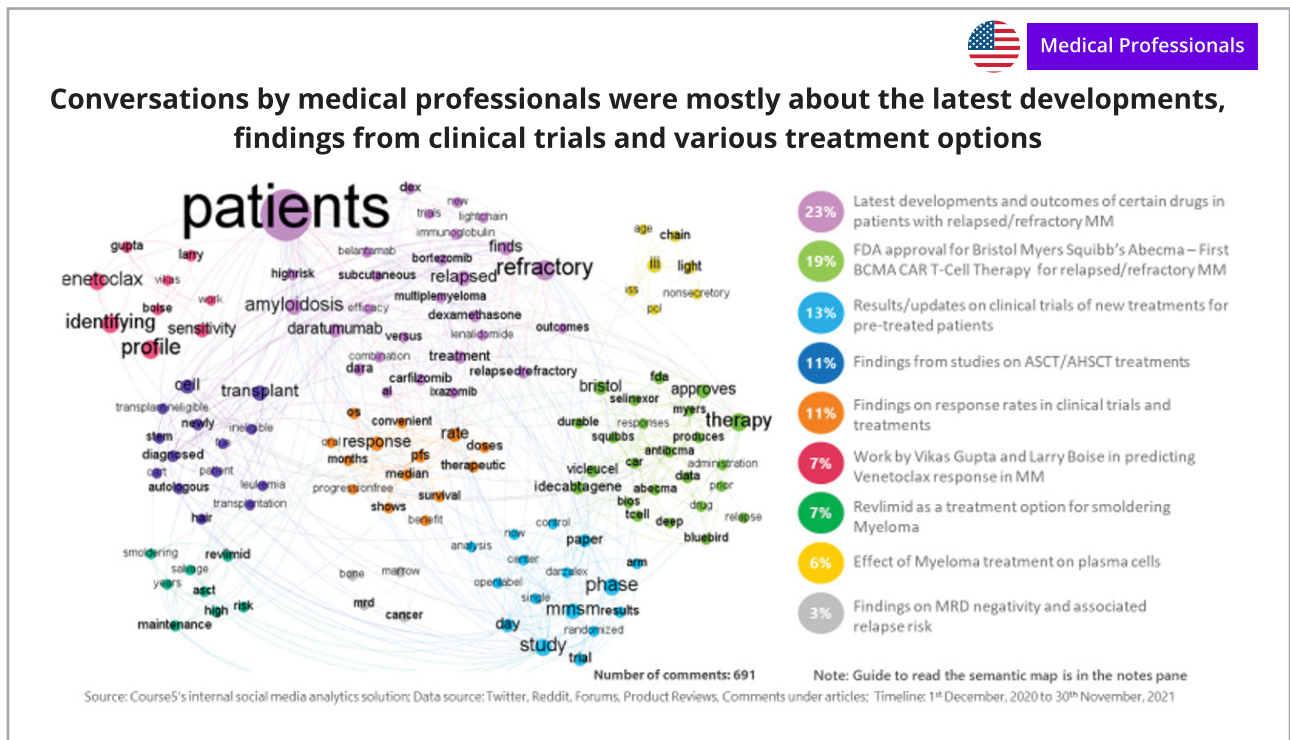
EXAMPLES OF KEY INSIGHTS

- Most conversations by medical professionals were about the latest developments and advancements in Multiple Myeloma, especially around clinical trials, drugs, efficacy and safety.
- Very few gave original opinions on early-stage treatments.
- Most conversations by patients were about their own experience with Multiple Myeloma treatments, including relapses, treatment changes, their current health status, etc. Some patients also shared news about the latest developments in the drugs/clinical trials space.

OUTCOME

- The study informed the client on how aware patients are about early-stage Multiple Myeloma treatments and which themes stood out most in patients' and medical professionals' social media activity.

Sample Dashboard Screenshots



ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



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