Course5
Transformative intelligence

CASE STUDY
Life Sciences

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

- Course5 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.

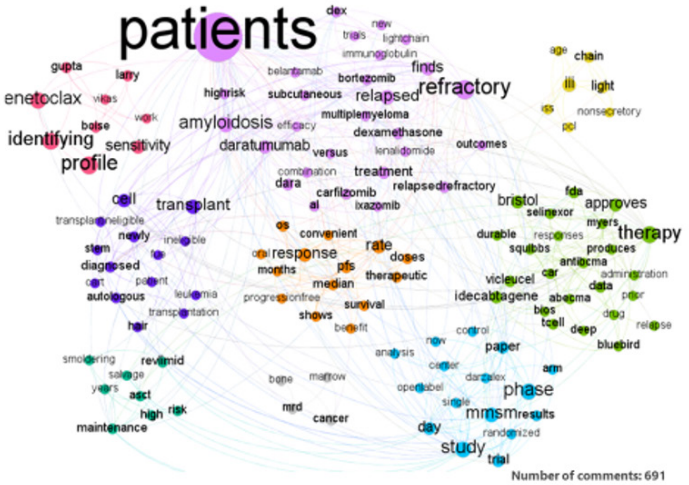
OUTCOME

- 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

Medical Professionals

Conversations by medical professionals were mostly about the latest developments, findings from clinical trials and various treatment options



23%	Latest developments and outcomes of certain drugs in patients with relapsed/refractory MM
19%	FDA approval for Bristol Myers Squibb's Abecma – First BCMA CAR T-Cell Therapy for relapsed/refractory MM
13%	Results/updates on clinical trials of new treatments for pre-treated patients
11%	Findings from studies on ASCT/AHSCT treatments
11%	Findings on response rates in clinical trials and treatments
7%	Work by Vikas Gupta and Larry Boise in predicting Venetoclax response in MM
7%	Revlimid as a treatment option for smoldering Myeloma
6%	Effect of Myeloma treatment on plasma cells
3%	Findings on MRD negativity and associated relapse risk

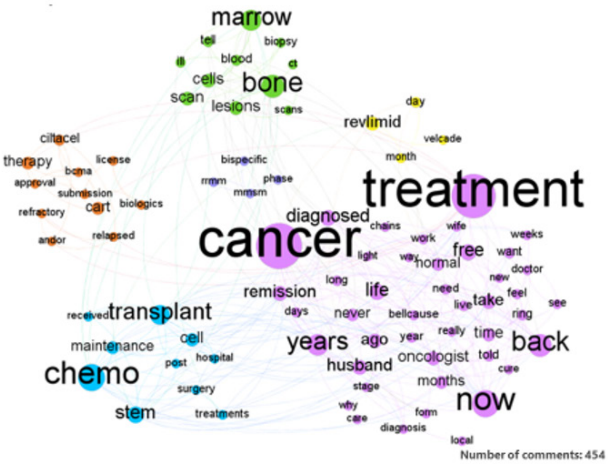
Number of comments: 691

Note: Guide to read the semantic map is in the notes pane

Source: Course5's internal social media analytics solution; Data source: Twitter, Reddit, Forums, Product Reviews, Comments under articles; Timeline: 1st December, 2020 to 30th November, 2021

Patients

Conversations by patients were mostly about their own treatment, including relapses and current health status; a few shared news of latest developments



46%	Myeloma patients sharing treatment experience/journey in support groups
19%	Scans and biopsies resulting in detection of Myeloma and follow-up scans
15%	Experience post receiving Stem Cell Transplant
10%	Biotech announces rolling submission of BLA to FDA for approval of BCMA CAR T-cell therapy Cilta-Cel
5%	Results of Ph1 study of Teclistamab in patients with RRMM showing favorable efficacy and safety
5%	Experience post being treated with Velcade and Revlimid

Number of comments: 454

Note: Guide to read the semantic map is in the notes pane

Source: Course5's internal social media analytics solution; Data source: Twitter, Reddit, Forums, Product Reviews, Comments under articles; Timeline: 1st December, 2020 to 30th November, 2021

About Course5 Intelligence

We are a pure-play data analytics and insights company with a focus on helping organizations drive digital transformation using artificial intelligence (AI), advanced analytics, and insights.

We enable organizations to solve complex issues relating to their customers, markets, and competition at speed and scale through a combination of industry-specific domain expertise with AI-driven products and solutions that are Intellectual Property (IP)-led and leverage the latest technologies. We use a multi-disciplinary approach to data integration across structured and unstructured data sources to help businesses grow through informed decision-making.

Our capabilities across cloud, data engineering, business intelligence, intelligent process automation, applied AI, and consulting enable us to cater to the entire analytics and insights value chain, from data management and descriptive analytics to insightful, predictive, and prescriptive analytics. Significant advances in AI and machine learning (ML) technologies have enabled us to create technologies, accelerators, and reusable frameworks to provide long-term value to our clients through advanced digital analytics, marketing analytics, and customer analytics solutions.

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