



## **Adverse Event Monitoring**

Driving Business Benefits While  
Providing Regulatory Protection

## Effective AE Monitoring Can Improve Marketing Performance

Proactive planning and thorough research is the bedrock of successful marketing. Yet many pharma marketers tend to overlook a valuable tool in the early steps of their social media planning.

Adverse Event (AE) monitoring is required for brand protection and FDA compliance, but it is rarely considered as a means to achieve marketing-based KPIs. As a result, it's not fully appreciated for the marketing outcomes it can provide. When it's fully considered, effective AE monitoring can impact conversions and revenue by:

- Yielding valuable insights that can drive business decisions
- Enhancing brand messaging
- Boosting customer engagement for a better experience
- Offering strategic insights to better manage a potential brand crisis

What are the factors that can make Adverse Event monitoring such an effective marketing tool? Producing valuable ROI starts with recognizing the role of emotions in your customers' social media habits and the value of human intelligence in your AE monitoring solution.





## Social Media: Where Tech Meets Human Emotion

Social media is based on the human need to make connections, express feelings, and get attention. Your customers' interactions on social channels are often driven by emotion. In the world of marketing, sparking an emotional response is one of the most effective ways to inspire behavior, and that is often best achieved through authentic dialogue and relationships with customers. Great businesses realize that human connections create a value that can't be replicated in a one-way campaign. An effective AE program will provide the foundation that leads to these successful outcomes.

## The Role of Human Intelligence in Moderation

As technology advances, it's tempting to assume it can replace humans in the AE monitoring process.

**Technology can play a pivotal role as a means to empower and scale humans, but it cannot replace the power of human compassion and intelligence.**

Software helps human agents organize, prioritize, and manage user-generated content (UGC) faster and with higher quality, but it has limits when it comes to context, nuance, and thinking beyond the algorithm. Most importantly, customers want to feel that they are interacting with humans. Today's technology can't deliver that feel, especially with real empathy. Even the best chatbots eventually reveal themselves to be limited.



**“Adverse Event monitoring means more than regulatory compliance and brand protection,” notes Martin Bishop, Vice President, Client Services at [LiveWorld](#)**, a digital social media marketing agency and software company. “When you go beyond the typical steps of flagging and reporting, and use human agents with advanced software, you have the ability to drive engagement in a new way, create better web and social experiences, gather insights, and increase conversion rates.”

# 5 Ways Human Intelligence Adds Value to Adverse Event Monitoring

Here are five ways human intelligence takes the AE monitoring process beyond compliance and brand protection while creating an active and robust marketing tool with the power to impact loyalty and revenue.

## 1) Produces deep insights that have the ability to drive revenue

The marketing world spends significant time and money trying to learn what their customers think and feel through surveys, focus groups, and tracking tools. In social media, customers are sharing what they think and feel every day. Content review performed by human agents has the power to organize these thoughts, feelings, and opinions into insights in a way that allows you to:

- Go beyond quantitative metrics and automated text analysis to look at conversation dynamics to understand what customers care about and how those attitudes are rising or declining
- Discover when and how consumers are engaging with your service or product
- Better understand how consumers view your brand or a specific campaign
- Identify the strengths and weaknesses of your product or service

One pharmaceutical company with an established medication that has been on the market for more than 50 years gathered new information and sentiments about their product from the insights that LiveWorld agents identified while conducting AE monitoring. These insights were gleaned from patient conversations and featured subject matter that the brand was unable to provide due to regulatory concerns. The LiveWorld pharmaceutical marketing team was able to use these insights in materials for HCP marketing as a part of an initiative designed to encourage HCPs to check the “Dispense as Written” box as they wrote prescriptions. These insights resulted in an increase in prescription revenue.

## 2) Builds loyalty and positions the brand as customer-centric

American Express studies have documented that customer satisfaction is heavily influenced by how well customer inquiries are responded to online. Further, effective customer support online can drive a 21% increase in revenue.

The experience a customer has on a social property becomes the experience that customer expects to have with the product. Human agents are able to personalize responses to comments and questions and create an overall online experience that helps customers feel the brand's value and positioning.

Pharma routinely relies on contact centers for their front-line support, which is still based on the notion that people use landlines and their mobile devices primarily for speaking. Despite having a presence on social media, most companies and brands default to “Please contact our #800” as their response, instead of engaging with their customers via the very medium that they were contacted in. Yet most customers dislike being referred to a different channel.

The opportunity to handle both AE monitoring as well as high-level support and escalation can only be achieved via the human touch. For example, LiveWorld provides 24/7 moderation support for one of the world's largest prescription medications, offering around-the-clock customer support while delivering real-time regulatory compliance. This robust moderation satisfies the needs of patients, the brand, PV, and the FDA.

### 3) Provides an early alert and context for strategic management in a crisis

While technology can track words and some sentiment, it tends to rely on volume and context assumptions to identify trends. Human agents who can identify nuance and context in low volume, even just one comment, can provide an earlier crisis alert and also determine which comments may or may not require a higher level of response.

Human agents can decipher if a situation is an isolated, unhappy customer; if a comment is getting picked up by another social media follower; or if the intensity of the comment in context matters. They are able to see an issue before there is enough volume for software to identify it. One Fortune 10 company found that just one comment from one customer could reveal an important business dynamic, affecting hundreds of millions of dollars in revenue.

In addition, the nuances of language often require that a human agent reviews comments in context to determine if the consumer is using sarcasm, conversational slang, or agreeing to a previous comment with a simple “me too”... which in certain situations is actually a reportable AE.

### 4) Boosts your SEO ranking

SEO work usually conjures up images of keyword research, linking strategies, and other tools. However, a successful monitoring program can also enrich your SEO ranking.

- AE monitoring with human agents encourages and guides engagement, creating more UGC on your site. Both consumers and search engines love UGC, which boosts your organic rankings.
- Increased UGC naturally draws in more consumers, increasing visits to your website or social channel, which can also elevate your page rankings.
- Diving into conversations to see the terms and words consumers are using when they search for your product or brand is another way to increase your SEO. You'll have the opportunity to refine your keywords and terms

### 5) Expands your brand's value through the social experience

Monitoring, moderation, and engagement with human agents can help you expand your brand's value and deepen the social experience.

- When your process includes a human team in addition to technology, you can quickly respond to positive customer experiences in a way that builds deeper relationships
- Human agents increase your ability to gather UGC that can be used across social channels, on your website, and in other marketing materials
- Audiences will place a high-value on the comments and stories of other consumers because they are viewed as more authentic than corporate messaging



## How Moderation Created UGC to Boost Engagement by 12 Percent

As a company that bridges, pharma, healthcare, and retail, Rite Aid regularly delivers educational health information about vaccines, over-the-counter medications, and wellness via social media channels.

To boost social engagement, Rite Aid, created a successful pipeline of relevant UGC by expanding the scope of its existing moderation services. LiveWorld's content moderation team was already responding to comments and flagging customer service issues on Rite Aid's eight social/digital channels. It was easy for the same team to begin locating and securing approval for user generated, branded photos, videos, and comments.

Rite Aid has realized a sizable return on investment while building its relationships with customers. One UGC ad yielded 410,000 engagements and drove the overall metric up by 12% week-over-week.



**"LiveWorld has given us a highly cost-effective, efficient way to create original, branded posts by leveraging customer content.** This has been a game changer for us and allows our team to not only focus on building our strategy and innovation, but also lets us tap into a terrific group of loyal customers and brand ambassadors for the future," says Nicole Bohorad, Former Social Media Manager at Rite Aid.

# Our Road Map to Proactive Adverse Event Monitoring and Moderation



The key to implementing a proactive AE monitoring and moderation program is to recognize the value it can provide at the very start. Consider these steps to create a robust moderation process.

- 1) Designate an in-house lead.
- 2) Build a dedicated team with expertise and focus. This can be an outside vendor, or, if you have the time and resources to dedicate to the task, an in-house team.
- 3) If selecting an external partner, look for one that combines human agents with technology.
- 4) If selecting an external partner, make sure that they request access to all of your AE and PV training materials and processes.
- 5) Define and document the business and marketing objectives you want to impact with moderation.
- 6) List the human-oriented values of the brand that will set the tone and feel of your program.
- 7) Develop a playbook for the program that includes:
  - Program guidelines and schedule
  - A response database
  - Conversation starters
  - Conversation plans that offer stimulation, emotional dynamics, and relationship building
  - A crisis alert, escalation, and mitigation plan
  - A tagging plan that includes both human and automated tags

**The bottom line for pharmaceutical marketing teams is that when you move AE monitoring from a simple net to catch non-compliant content, complaints, or potential crises to a more proactive and robust program, you will ultimately have a stronger set of tools, a better customer experience, enhance your marketing programs, and increase conversion rates.**

Explore more about LiveWorld [Adverse Event Monitoring Services](#), and contact Jason Liebowitz at [jason@liveworld.com](mailto:jason@liveworld.com) or call (347) 276-2644.