

CONTENTS

Preface	(vii)
Acknowledgements	(ix)

PART I: UNDERSTANDING SENTIMENT ANALYSIS **1-28**

Chapter 1: Introduction: The Voice of the Customer in Pharma **3**

- 1.1 The Evolving Landscape of Pharma Marketing and the Rise of Digital Influence 7
- 1.2 Why Traditional Methods of Market Research Fall Short in the Digital Age 11
- 1.3 What is Sentiment Analysis, and How it Empowers Pharma Brand Managers 15

Chapter 2: Demystifying Sentiment: The Science Behind Opinions **19**

- 2.1 Understanding Different Types of Sentiment: Positive, Negative, and Neutral 21
- 2.2 Exploring the Various Techniques Used in Sentiment Analysis: Lexicon-Based, Machine Learning and Deep Learning Approaches 23
- 2.3 Factors Influencing Sentiment Analysis Accurately 26

Part II: WHY SENTIMENT ANALYSIS MATTERS IN PHARMA **29-86**

Chapter 3: Building Brand Reputation in the Digital Age **36**

- 3.1 The Power of Online Conversations and the Impact on Brand Perception 39
- 3.2 Utilizing Sentiment Analysis to Identify and Address Brand Reputation Issues Proactively 42
- 3.3 Case Study: How a Pharma Company Used Sentiment Analysis to Manage a Product Launch Crisis 45

Chapter 4: Developing Patient-Centric Products **48**

- 4.1 Leveraging Sentiment Analysis to Gather Patient Feedback on Medications and Treatments 51
- 4.2 Identifying Unmet Medical Needs and Opportunities for Product Development 54
- 4.3 Case Study: A Pharma Company Using Sentiment Analysis to Inform Patient-Centric Drug Design 57

(xii) | Contents

Chapter 5: Optimizing Marketing and Communication Strategies 60

- 5.1 Understanding How Patients and HCPs Feel About Your Brand Messaging 64
- 5.2 Tailoring Marketing Campaigns Based on Sentiment Analysis to Resonate with Target Audiences 67
- 5.3 Case Study: A Pharma Company Leveraging Sentiment Analysis to Improve the Effectiveness of their Patient Education Materials 70

Chapter 6: Staying Ahead of Competitive Intelligence Through Sentiment Analysis 74

- 6.1 Benchmarking Your Brand Against Competitors in the Online Space 78
- 6.2 Identifying Areas for Improvement Based on Competitor Sentiment Analysis 81
- 6.3 Case Study: A Pharma Company Using Sentiment Analysis to Gain Insights into Competitor Marketing Strategies 84

PART III: IMPLEMENTING SENTIMENT ANALYSIS:

A STEP-BY-STEP GUIDE

87-122

Chapter 7: Defining Your Sentiment Analysis: Goals and Objectives 91

- 7.1 What Do You Want to Achieve with Sentiment Analysis? 94
- 7.2 Aligning Your Sentiment Analysis Plan with Your Overall Marketing Communication Strategies 96

Chapter 8: Selecting the Right Tools and Data Sources 99

- 8.1 Exploring Different Sentiment Analysis Tools and Platforms 102
- 8.2 Identifying Relevant Data Sources For Your Analysis: Social Media, Online Reviews, Forums, etc. 105
- 8.3 Setting up Data Collection and Analysis Processes 108

Chapter 9: Extracting Insights from the Data: Actionable Strategies 111

- 9.1 Analyzing Sentiment Data and Identifying Key Trends and Patterns 114
- 9.2 Utilizing Data Visualization Tools to Effectively Communicate Insights 117
- 9.3 Deriving Actionable Strategies Based on Your Sentiment Analysis Findings 120

PART IV: THE FUTURE OF SENTIMENT ANALYSIS IN PHARMA 123-148

Chapter 10: Emerging Trends and Advancements in Sentiment Analysis 127

- 10.1 The Role of Artificial Intelligence (AI) and Natural Language Processing (NLP) in Sentiment Analysis 130
- 10.2 Exploring Advanced Sentiment Analysis Techniques Like Aspect-Based Sentiment Analysis 133
- 10.3 The Future of Sentiment Analysis and its Impact on the Pharmaceutical Industry 136

Chapter 11: Conclusion: The Power of Listening in Pharma Marketing 139

- 11.1 The Importance of Integrating Sentiment Analysis of Your Overall Marketing Strategy 141
- 11.2 The Evolving Role of Pharma Brand Managers in the Age of Big Data and Customer Insights 143
- 11.3 Final Thoughts and the Future of Customer Centricity in Pharma 146

Epilogue: A Future of Listening 149

Glossary 151

Further Resources on Sentiment Analysis Tools and Techniques 153

About the Author 155