

Social Insights Report

Using social listening data to understand
and influence core consumer audiences

| Fostamatinib | ITP | HCP's | Patients



Methodology: Tools & Data Sources

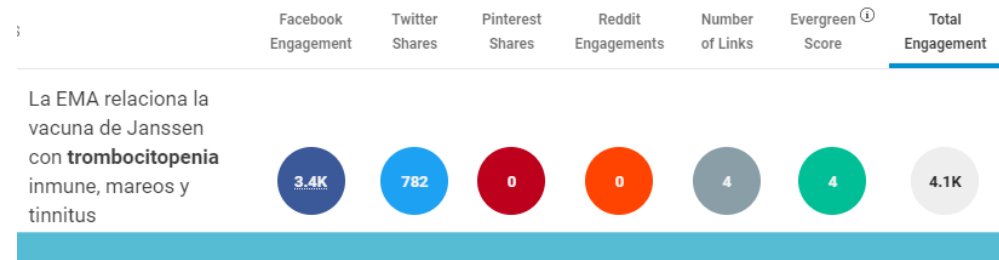
Channels Analysed: Twitter, Blogs, Forums, Reddit, Reviews, News, YouTube, Facebook (owned media), Instagram.
Data and Content Sources: Brandwatch, SemRush, Buzzsumo, Google Search/Trends, Twitter Search, Facebook Search/Library, Instagram Search, YouTube Search, Instagram Search.

A high volume of mentions is related to the Covid19 vaccine and its manufacturers.

This Social Listening report has an overview more accurate regarding Market Overview as it approaches the mentions in ITP relating topics such as treatments, side effects, symptoms, and products into Voice of Patients/HCPs/Groups/Communities, excluding regarding Covid19 vaccine conversations.

i.e. "Topics around Covid19 vaccine is mentioned as ITP –side effect"

► Post monitored: 14K Spanish: 10K English: 3.000 Catalan: 1.000



1

Spanish Market

2

Timeframe Analysed: January 2021 – February 2022

3

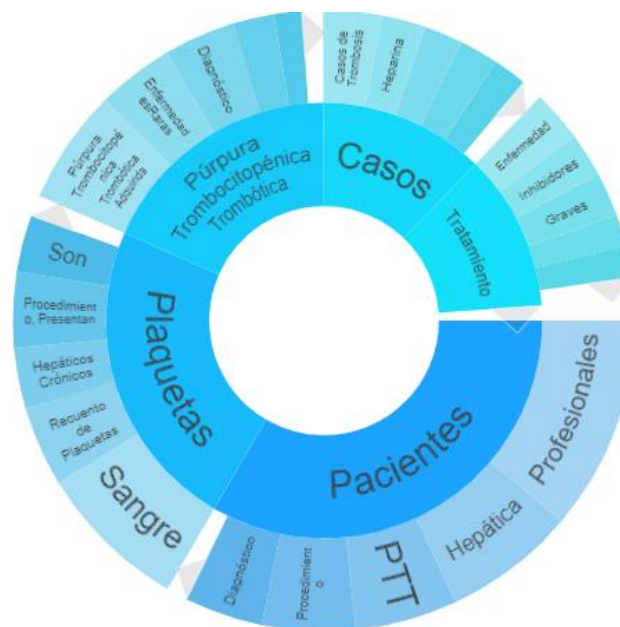
Languages: EN/ES/CAT

Personas + audiences


Understand who the voices are in the online conversations within ITP to build custom audience segments.

Accurate information about people based on their interests, conversations and backgrounds.


- Gender breakout.
- Emotions expressed online.
- Top Interests are spoken about online (different categories).
- Positive / Negative sentiment about Tavlesse.
- % your group over indexes on specific interests.
- What topics are the most passionate about.
- Age and generational backgrounds.




To identify target groups and audiences that can potentially consume or prescribe Tavlesse and understand these groups' behavior, motivation, and needs throughout their digital journey.

 **elisabeni (Elisa Beni)** @elisabeni 9th Apr
@mtorrestortosa Sabes que yo tengo trombocitopenia siempre por mi citotóxico?

 **elisabeni (Elisa Beni)** @elisabeni 6th Apr
@ozziebest La trombocitopenia no es anterior

 **gorka_orive (Gorka Orive)** @gorka_orive 9th Apr
Comparto una publicación sobre casos de trombocitopenia inducidos por heparina. Una reacción adversa protrombótica, mediada por activación de anticuerpos antiplaquetarios contra el complejo formado por el factor plaquetario 4 y la heparina. <https://t.co/hk0zbeqP6u>

 **gorka_orive (Gorka Orive)** @gorka_orive 9th Apr
De los 11 casos de trombocitopenia trombótica: - 9 fueron trombosis venosa cerebral. - 3 trombosis en vena esplénica - 3 embolia pulmonar - 4 otras trombosis Desafortunadamente 6 de ellos fallecieron. <https://t.co/1slxIKHQvW>



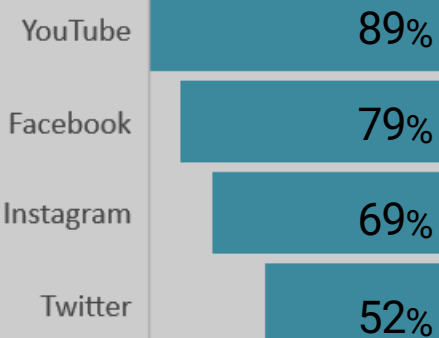
To understand the behaviour, motivation, and needs of these target groups throughout their digital

HCP's & Patients/Consumers				
Target Groups	HCP's	Pharmacists	Younger Patients/Individuals	Millennials/Older Patients/Individuals
Demographics	35-60 years old Male & Female	Varied	18-25 years old Male & Female	35-55 years old Male & Female
Attitudes, Values, Behaviour, Needs	<ul style="list-style-type: none"> They consider helping others and preserving traditions to guide a large part of what they do. They think it is essential to take care of the people around them. They highly respect the groups they belong to and follow their guidance. Healthcare Professionals who read newspapers and ads are among the most trusted forms of advertising with high media engagement levels. A good example is Consalud, a digital communication medium that deals with current Spanish affairs in the health world from political, economic, professional health, technological and regional perspectives. They also have a Facebook community @ConSalud.es · Media/news company. 	<ul style="list-style-type: none"> They are active on social media channels to engage in conversations or with third parties. Their content is over 40% shared. Pharmacists are helpful, social, and expressive. They are accommodating, easy to please, and try to avoid confrontation. They take rules and obligations seriously, even when they may seem inconvenient. an excellent example of pharmacists' influence on the patients who see them is the boticariagarcia Doctor of Pharmacy and graduated in Human Nutrition and Dietetics and Optics and Optometry. She has given talks and workshops at initiatives such as Puleva, Isdin, Eucerin, Almirall, Sanofi, Teva, and MSD. 	<ul style="list-style-type: none"> This group conducts the most research regarding topics such as chronic pain, and Barcelona is the most active region in this regard. The top purchasing influence factors are friends and family, followed by online ads. YouTube, Instagram, and TikTok are the top social media channels. Regarding the personality of this group, they are analytical, friendly, and social. A good example is the TikTok account from dahianafarias2. They are persistent: they can tackle and stick through challenging tasks. They are philosophical and open to and intrigued by new ideas and love to explore them. A desire for stability drives their choices. 	<ul style="list-style-type: none"> Patients were more active in 2020 than in 2019. Education, academics, and marital status with #TPI being the most common topics. Geographical location (i.e. rural and regional) is a contributing factor. The regions with the most activity are Madrid and Andalusia. Websites such as Infosalus increase the visits of females and generate positive sentiment. Regarding their personality, they are helpful, friendly, and expressive.
Preferred Digital Channels	Blogs, Twitter, Newspapers, Facebook, Instagram, LinkedIn	TikTok, Blogs, Twitter, Newspapers, Facebook, Instagram, LinkedIn	Blogs, TikTok, Facebook, Instagram	General News, Blogs, Twitter, Newspapers, Facebook

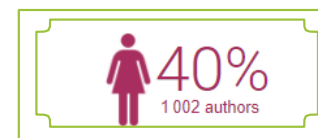
PERSONA

Use of social networks in Spain [2021] - Audience Analysed

- The number of users of social networks in Spain **has grown by 27%** in the last year.
- Potential audience:** Facebook has 22 million users in Spain, while Facebook Messenger has 11 million. Instagram would have 21 million users, YouTube would have 37.4 million users, Twitter would have 7.5 million, Pinterest 7 million, and LinkedIn 14 million.



VOICE + SENTIMENT



FEMALE SENTIMENT



MALE SENTIMENT

25%

65%

10%

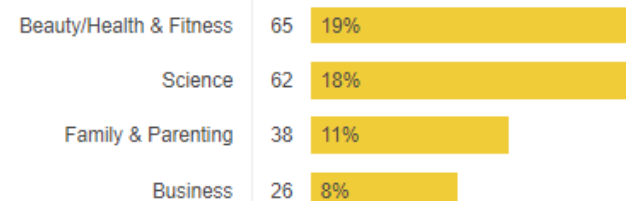
NEGATIVE

NEUTRAL

POSITIVE

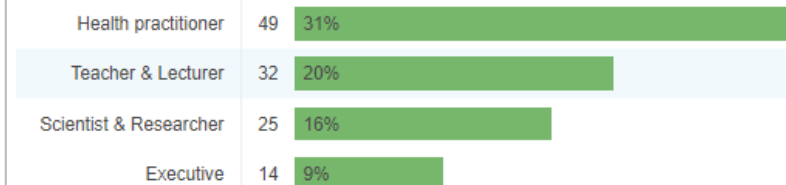
TOP INTERESTS

of people are most likely interested in:

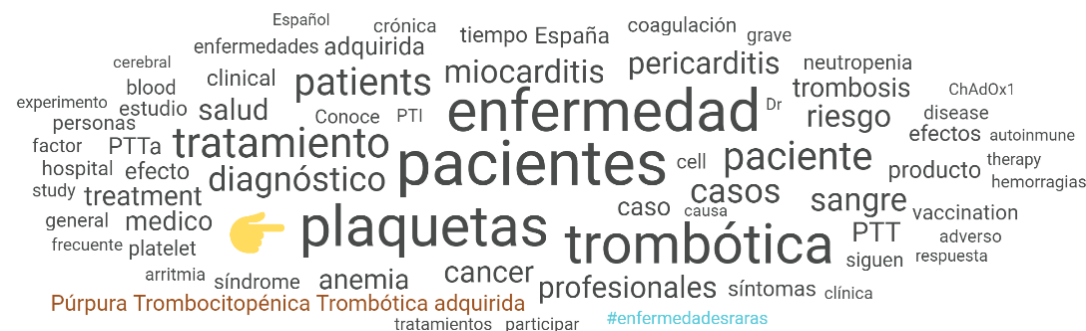


TOP PROFESSIONS

more likely to discuss topic than general population



TOP LINGUISTIC TOPICS



Hashtags Phrases Keywords

GEOGRAPHY



Disease States + Patient Voice

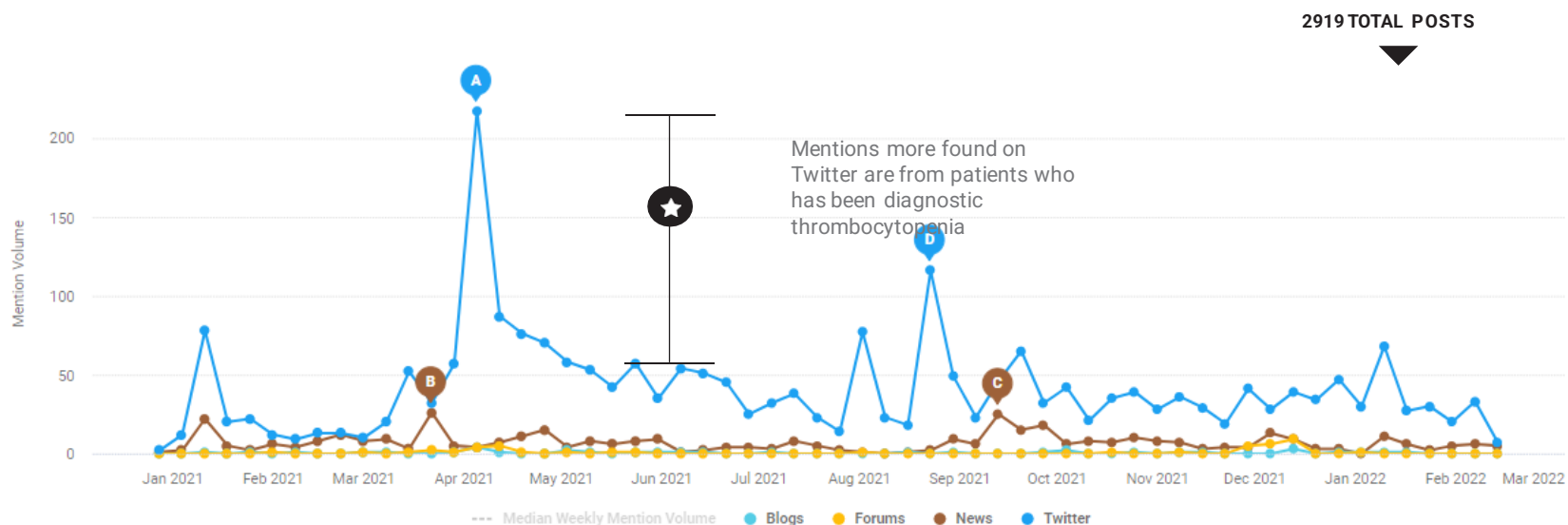


LANDSCAPE OVERVIEW

Doctors and healthcare are top of mind for consumers

What topics are most important to your customers or patients? The most discussed topics within the ITP topics are doctors and healthcare plans, peaking at 13 million mentions and 7 million mentions, respectively.

PHARMA AND HEALTHCARE TOPICS DISCUSSED ONLINE



DEEP DIVE

Mention Volume breakdown by Content Sources

A Apr 05, 2021 - Apr 11, 2021


Volume was 547% higher than usual, driven by:


- 26 retweets of this Tweet
- 17 retweets of this Tweet
- 15 retweets of this Tweet
- 10 mentions sharing a link from www.nejm.org

D Aug 23, 2021 - Aug 29, 2021

Volume was 246% higher than usual, driven by:

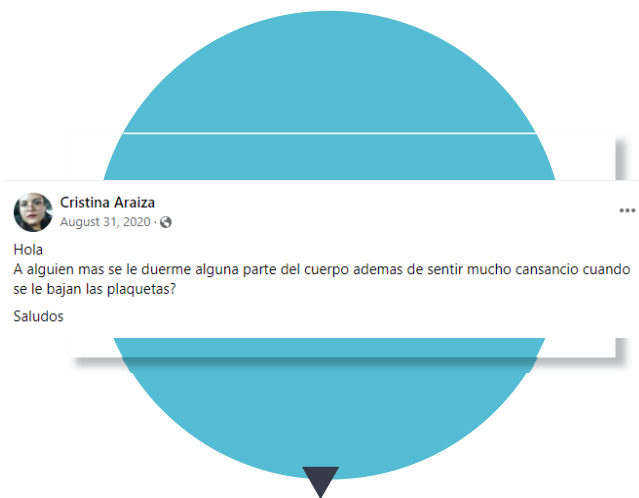
- 93 retweets of this Tweet

 **juliosmpr (Julio Torres Sempere)** @juliosmpr 11 Jan
RT @AaronGoodman33 My favorite cause of "thrombocytopenia" Platelet Satellitism! Most beautiful cause of psuedothrombocytopenia Blood anticoagulated with EDTA. Platelet rosetting around PMNs Mechanism: Abs to PMN CD16/FcgRIII + platelet GpIIb/IIIa bind when EDTA around? <https://t.co/rgOgyrEVPy> <https://t.co/agw6j5GblP>

 **RarasReales (Raras pero Reales)** @RarasReales 8 Aug
Los pacientes con Púrpura Trombocitopénica Trombótica adquirida (PTTa) no nacen con genes defectuosos, sino la que desarrollan posteriormente. Un 5% de las PTT son hereditarias (llamadas también PTT congénita, PTT familiar y síndrome de Upshaw-Schulman) <https://t.co/kohlm645oV> <https://t.co/otTvQ6VG5v>

Patient Audience Segments

Advanced language-based audience segmentation pinpoints audiences in posts or social bios as having a specific chronic condition or disease state.



Side Effects

[Link](#)

Source: Facebook Group "Trombocitopenia púrpura idiopática"

Ask in a Facebook group post if someone else falls asleep in any part of the body in addition to feeling very tired when their platelets go down.



Symptoms

[Link](#)

Source: Twitter account

Dr. Jorge Ligerio comments on some of the symptoms of thrombocytopenia, such as headache, eye pain, and joint pain, which occur in 60 to 70 percent of cases. The rash appears in about half of the cases.



Prescription

[Link](#)

Source: Twitter account

María Luisa Lozano from **@crh_MoralesIMIB** publishes a clear and concrete review of the progress made in diagnosing Primary Immune Thrombocytopenia (ITP).

Audience insights

The growth in the last year has been spectacular, as reflected in the data corresponding to Spain, which has been released and is part of the **2021 Digital Report**.

As detailed in this study, one of the most complete of those currently being carried out, in the last 12 months, **more than 8 million Spaniards have begun to use social networks**. This represents a growth of **27% in just one year**. Undoubtedly, **the coronavirus pandemic and the confinement and social isolation measures have motivated this growth in the use of social networks**. They have changed how the Internet is consumed globally and nationally.

According to data from the report, there are more than 42 million Internet users in the country, representing 90% of the total population.

This information is especially relevant since most social networks do not provide data broken down by country. Hence, the report focuses on the percentage of people who use social networks and are users of each platform. **It is a very interesting x-ray and a basis for developing strategies in Social Media**.



One of the fundamental pillars of medicine 2.0 is social networks.



These social health networks can be differentiated into three types: FOR HEALTH PROFESSIONALS - FOR PATIENTS – MIXED.



Projects implemented in Spain in e-health to integrate social networks in the health world. i.e., Proyecto Palante®



It's necessary to optimize health resources to achieve a cost-benefit acceptable for any health system.



70% of patient associations consider the use of networks to communicate very necessary,

3 Successful Campaigns that generated positive sentiment

Results may vary in success on the goal of the campaign. These three positive campaigns are well-known wildly successful campaigns. Each began with very different plans, resulting in various types of conversations across the platforms such as News/Twitter/Website. And topics regarding Thrombocytopenia, New Therapies, and Education.

▶ INVITATION TO A WEBINAR



Sobi

@Sobi_Iberia

Disponible el 1º Webinar del Mediterráneo sobre el Manejo Quirúrgico de pacientes con Enfermedad de #Hígado Crónica y #Trombocitopenia

🗣️ Dres Larrea, Bellot, Pérez, Ferrando y Lozano

👉 Accede: sobilearn.com/user/ Sección de Webinars Profesionales sanitarios

#RareStrength

Translate Tweet



Link

#Trombocitopenia

Available the 1st Webinar of the Mediterranean on the Surgical Management of Patients with Chronic #Liver Disease and #Thrombocytopenia

👉 Dres Larrea, Bellot, Pérez, Fernando and Lozano.

Sobi Spain is a pharmaceutical company that contributes to transforming the lives of people with #RareDiseases #RareStrength

TOP HASHTAGS AND TOPICS

- | | |
|---------------------------|--------------|
| Adulto | #Causas |
| Biomarcadores | #Tratamiento |
| Hemorragia | #Grado |
| pacientes | #Inmune |
| Recuento de plaquetas | #Primaria |
| Idiopático* / Diagnóstico | |

▶ CONNECTING WITH A TARGET #Nuevasterapias

redacción médica

La mortalidad por Púrpura Trombocitopénica Trombótica Adquirida cae al 5%

Se ha reducido un 75% en las últimas décadas gracias a las nuevas terapias para tratar esta enfermedad rara



El presidente de Fedhemo, Daniel Anibal García, y la especialista Eva Mingot.

The Haematology Unit of the Virgen del Rocío University Hospital in Seville, **Eva Mingot**, during a dialogue organised by the Servimedia news agency on celebrating the World Day of Acquired Thrombotic Thrombocytopenic Purpura (PTTa).

Link

TOP HASHTAGS AND TOPICS

- | | |
|------------------|-------------------|
| Avancecientífico | #Hematologia |
| o Investigacion | #Hemoterapia |
| Mortalidad | #Terapias |
| Impactosocial | #Redaccionmedica |
| Anticuerpos | #Factoresderiesgo |

▶ BUILD BRAND AWARENESS LESS CONSCIOUSLY #Educacion

¿Qué le está pasando en la sangre?

Vea el vídeo y conozca lo que pasa a nivel celular cuando tiene PTT.

Obtenga más información sobre los diversos efectos que la PTT puede tener en el organismo, incluidos los órganos internos.

Escuche a un experto

en el campo de la PTT explicando la enfermedad



A website committed to informing, educating, and supporting awareness of thrombotic thrombocytopenic purpura (TTP).

There are patient groups in many countries worldwide that provide support, information, and community activities for ITP patients.

Link

TOP HASHTAGS AND TOPICS

- | | |
|------------|--------------|
| Educacion | #Diagnostico |
| Enfermedad | #Recaidas |
| Rara | #Plaquetas |
| Anemia | #Niveles |
| Analitica | #Episodios |

Take a look at the next page to see Audience Insights.

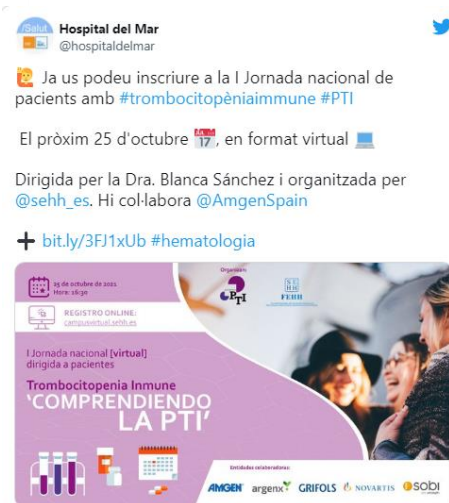
Three sentiment category posts with the topic ITP around Spain.

Explore what drives consumer sentiment by “at-a-glance” positive/neutral/negative analysis

SPOTLIGHT

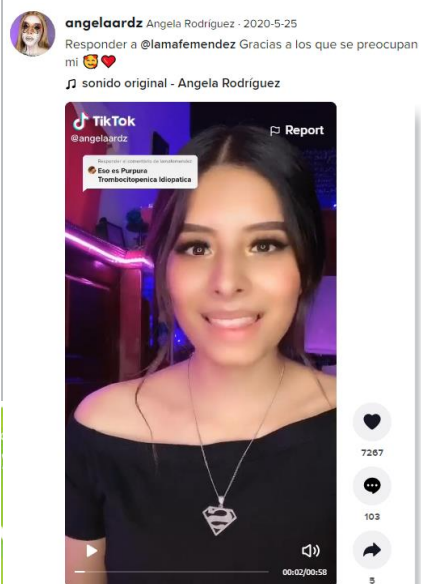
POSITIVE COMMENTS

In this post, **@hospitaldemar** in Barcelona from the Twitter channel announces a national day of patients with #immune thrombocytopenia on October 25 in virtual format.



[Link](#)

NEUTRAL COMMENTS



[Link](#)

Angelaardz is an influencer on the TikTok platform. This video tells how she has not been diagnosed with thrombocytopenia immune but that she has symptoms that perhaps she could have ITP. In this post/video, she has received more than **7000 likes** and more than **100 comments**.

NEGATIVE COMMENTS

Post in **Púrpura Trombocitopénica Idiopática - PTI Spain Group** at the Facebook channel in Spain with **3.8K members**. In this post, we found a testimony of a mother who admitted her 4-year-old son to a hospital, and after some tests, he was finally diagnosed with



[Link](#)