

Leveraging Social Data Across the Patient Journey



Robert Oquendo

Executive vice-president of Digital, Social and Creative

SPECTRUM

Where health, science and communications meet

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“Sysomos as a partner is invaluable to us. We’re able to efficiently and effectively get insights more quickly. It’s about doing more with the same budgets and that’s what clients see as a value-add.”

- Robert Oquendo -

Spectrum Science believes in turning science into great stories. Recently named a Healthcare Agency of the Year, Spectrum Science has evolved its agency model over the past 20 years to one grounded in social data and analytics.

Spectrum Science is continuing to turn heads with their work. Considering their clients industries revolve around data backed insights, it comes as no surprise that Spectrum Science takes a similar approach when providing social media services for their clients, and one of the many reasons why they rely on the Sysomos platform.

You’ll also hear about how Spectrum Science is staying on top of trends in social marketing with research on how various communities on social media – like patients, caregivers, and HCPs – discuss relevant topics to their clients.

What successes has Spectrum Science had leveraging social data for clients?

Spectrum Science has had huge success working with two global pharmaceutical companies to develop influencer audits, mapping and engagement. We also conduct competitor landscape analysis and social listening to make sure we have real-time insight.

What social media services do clients expect from Spectrum Science?

Today, people are looking for real-time monitoring and engagement to assess opportunities as they arise. Even if you're late just a few hours, you could miss a significant opportunity.

Are there any new social data trends you are seeing with Spectrum Science's clients?

In healthcare, the trends are all about communities and how patients are talking about their disease states. You also have caregivers and a wide variety of stakeholders involved throughout the patient journey.

How has social media data changed how Spectrum Science advises clients?

We use analytics all the time – from new business pitches all the way through actual strategy execution. Up front, we use data to glean insight – what separates us from what other people would recommend? And then we're able to use that data and insight to deliver something powerful for clients.

Where do you see the future of social data for Spectrum Science?

The future in terms of social analytics is around predictive analytics and artificial intelligence, or automated insights. We have taken a lot of data and aggregated and curated it. The next step is making something meaningful out of that information.

