



How Talkwalker Helps Pharmaceutical Brands





Working with Pharmaceuticals since 2009.

Talkwalker is a leading social listening and consumer intelligence platform. We support pharmaceutical businesses by helping you analyze and understand online conversations in real-time.

We integrate with pharmacovigilance solutions that are compliant with industry regulation. Our capabilities focus on above-brand monitoring, product analysis, corporate communications, misinformation detection, conference reporting, KOL identification, stakeholder segmentation, therapeutic area monitoring, and peer benchmarking.

Our suite of solutions are tailored to meet your needs as a Pharma brand, enabling you to stay ahead of the competition and make data-driven decisions that drive growth and enhance your brand reputation.



“We are able to unlock real-time insights that are critical to our business decisions, that we would have never been able to do without AI capabilities, summarisation, peak detection and predictability”

Marcy Rudowitz, Moderna

Global Voice of Customer Program Lead,
Associate Director





We help you

- **Stay on top of regulatory changes.** Uncover insights and craft messaging in line with regulations and keep your brand at the forefront of the industry
- **We work with you to prioritize patient safety and ethics** by actively monitoring online patient conversations to identify and address potential adverse effects or drug-related concerns
- **Analyze patient feedback and sentiment** to understand and anticipate their preferences and expectations
- **Monitor brand reputation** and online discussions to understand perception, identify risks and support your reputation management strategy
- **Engage with key opinion leaders, influencers** and subject matter experts that you could partner with for competitive advantage. Leveraging influential voices in line with your comms strategy
- **Spot and act on a potential crisis in real-time**, as well as monitor misinformation and disinformation.



Through a great suite of products:



Partnering with clients
including:

moderna®

 **Methodist**SM
Le Bonheur Healthcare

MERCK

 HÔPITAUX
ROBERT
SCHUMAN

KMG: Kliniken





Can we help your business?

Contact us for a demo and discover how our solutions save time, provide insights, and drive success. Stay ahead of competitors with social media benchmarking. Capitalize on trends for engagement and ROI. Manage and enhance your brand reputation. Put customers at the center for growth. We welcome the opportunity to tell you more.

Lead in Pharma with Talkwalker.

[Contact us](#)

