

## **Social Listening: Digital Profile of the Multiple Sclerosis Patient in Mexico**

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**Background:** It is widely known that Multiple Sclerosis (MS) patients consult social media platforms to understand the disease, look for emerging treatments or social support. However, to date, there is not a defined Digital Profile (DP) of the patient with MS in Mexico. The understanding of this DP could improve the doctor-patient relationship.

**Objective:** Discover how patients live MS and Secondary Progressive Multiple Sclerosis (SPMS) in Mexico by understanding their Digital Profile by using different Social Listening tools.

**Methods:** We applied a “Social Listening” method: This methodology basis is the implementation of Artificial Intelligence, which characterizes by the combination of algorithms to understand the DP of the MS patient in Social Media. The tools used are “Social Studio”, “The Moments Tool – Search Insights”, “Sysomos 2018” and “BNN Insights”.

**Results:** We collected data from 80 000 users between 18 to 65 years old, in which 68% of the users were women, and 32% were men. As for the marital status, 46% of the patients are married, 35% single, 15% in a relationship, and 4% engaged. As a disease, MS has less amount of Google search results (23,400 results) compared to other pathologies such as diabetes (6, 800, 000 results) or HIV (3, 780, 000 results). Moreover, only 10% of the MS results relate to SPMS. Listening shows 4, 200 mentions of MS in the last six months, only seven mentions for SPMS. We found that many MS patients are not writing about their struggle, furthermore their friends and family that share their stories. We analyzed the digital conversation of the four main topics we found: diagnosis, treatment, physicians, and pain management, as well as the synergy of the searches of the words “Multiple Sclerosis”. The social media groups are mainly composed of patients, caregivers, families, and friends; many of the social media group administrators work in associations regarding MS.

**Conclusions:** This work unveils a new vision about the way we know the MS patients from an unexplored point of view by medicine. This information gives the physician value to have a better understanding of the patient and the challenges of the disease, by analyzing the use that patients make of their digital tools.