

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

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# Disclosures

**Fernanda Rodríguez BBA, Miriam Jiménez MD CHN, Diego Mireles-Jacobo MD MSc.** are employees of Novartis.

# Background and objective

It is widely known that Multiple Sclerosis (MS) patients consult social media platforms to understand the disease, look for emerging treatments and/or social support. However, to date, there is not a defined Digital Profile (DP) of the patient with MS in Mexico.

The authors and their interest for the MS patient in Mexico, performed an analysis of their digital profile in order to understand the biopsychosocial environment, concerns and quality of life.

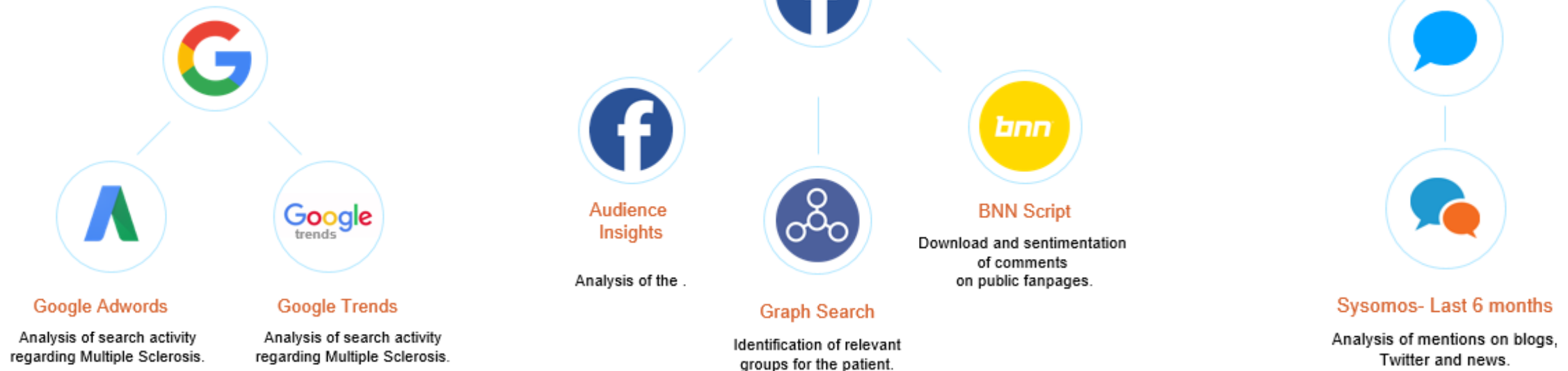
## Objective

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

# Methods

**“Social Listening” method:** This methodology is based on the implementation of Artificial Intelligence, which is characterized 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

## Patient Demographics

### Patient Demographics

We collected data from 80 000 users between 18 to 65 years old. **Women:** 68% of the users, **Men:** 32% of the users. (Figure 1).

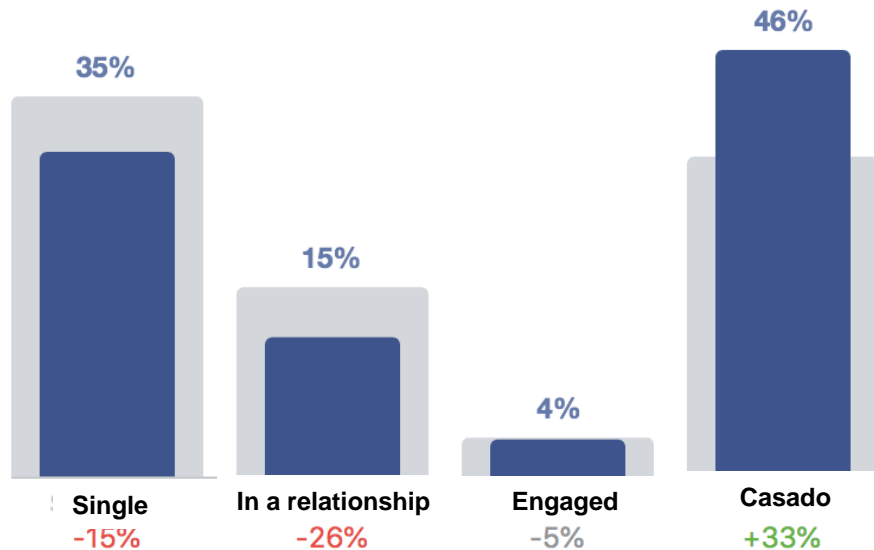


Figure 2. Marital status

Data: Facebook Audience Insights

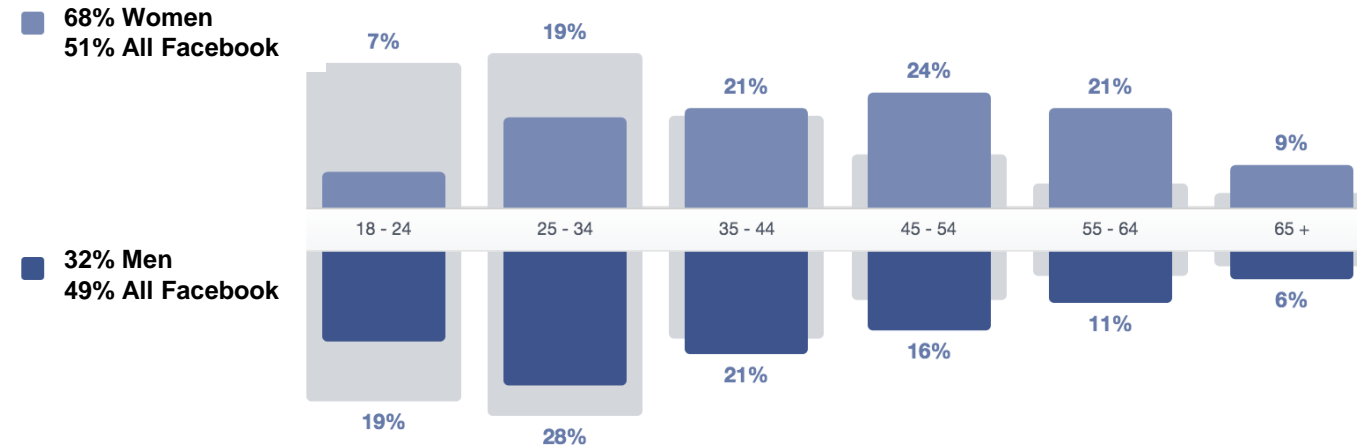


Figure 1. Patient Demographics

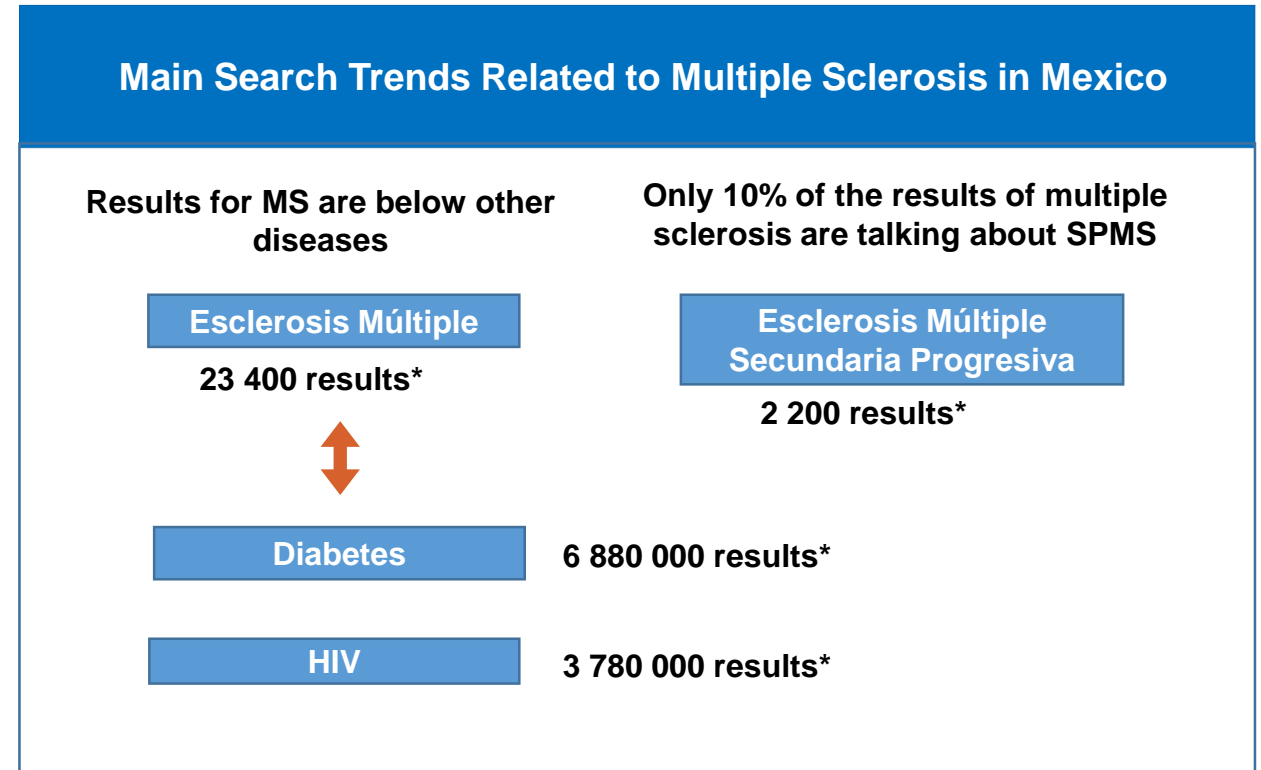
As for the marital status, 46% of the patients are married, 35% single, 15% in a relationship, and 4% engaged. (Figure 2)

# Results

*What information are they looking for?*

## Search trends for Multiple Sclerosis

- The results for “Esclerosis Múltiple” (Multiple Sclerosis) are below other diseases such as diabetes and Human Immunodeficiency Virus.
- 10% of the results regarding Multiple Sclerosis are related to Secondary Progressive Multiple Sclerosis.



**Search Results: Overall, the information for Multiple Sclerosis in Mexico is scarce.**

# Results

## Activities and Impact on Quality of Life

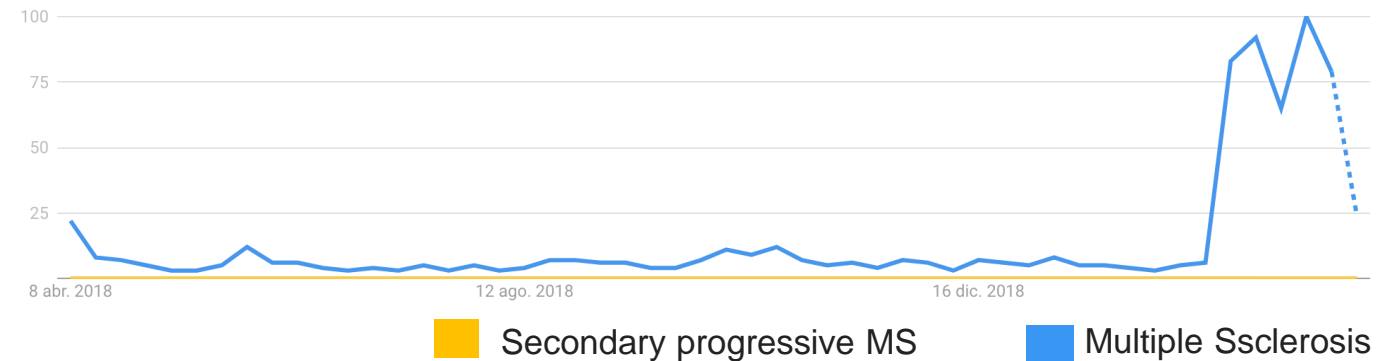
### Activities

#### Search Trends for MS:

- Symptoms, Famous people that suffer from MS, General and Basic Information

#### Search Trends for SPMS:

- Treatment, Benign MS, Other Types of MS
- MS mortality, Difference between Remitting and Progressive



### Main Facebook Group Topics:

- Events, treatment Questions, Treatment selling, Success Stories, Statistics, Fear of SPMS, Therapeutic Suggestions, New Treatments and Nutrition

### Impact on Quality of Life

- There are not many patients writing about their struggle on social media; friends and family have taken the matter on their own hands
- Whenever patients post a comment it is mostly **Bitter and Sad**

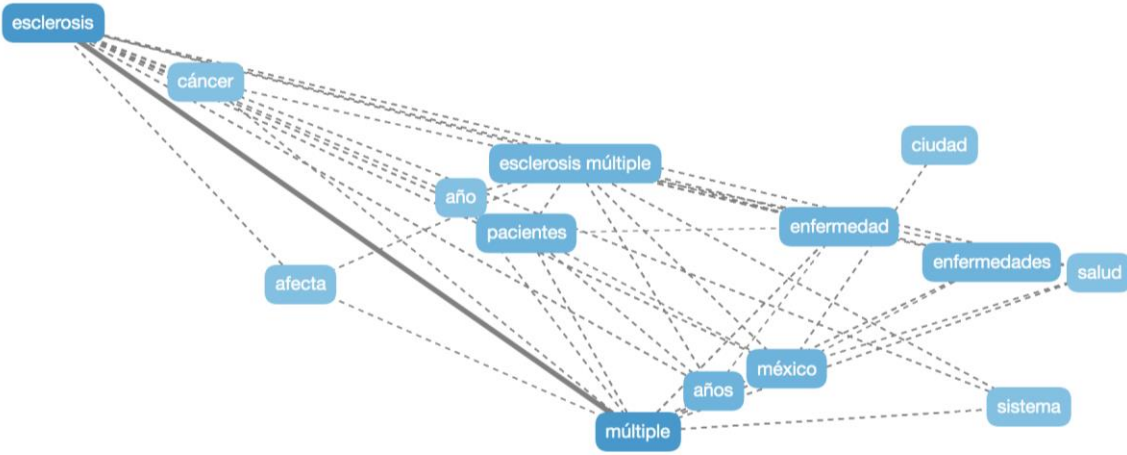
Listening shows 4 200 mentions of MS in the last 6 months; only 7 mentions include the words “Secondary progressive

# Results

## Conversation in Multiple Sclerosis: World Cloud and Buzz Graph

### World Cloud

- This **Word Cloud** shows the most featured words related to the digital conversation in MS patients. Some of the main findings relate to the use of cannabis as an alternative treatment, available treatments, symptoms and their affection, and the fact that women are mentioned as the disease is more frequent in women than men.



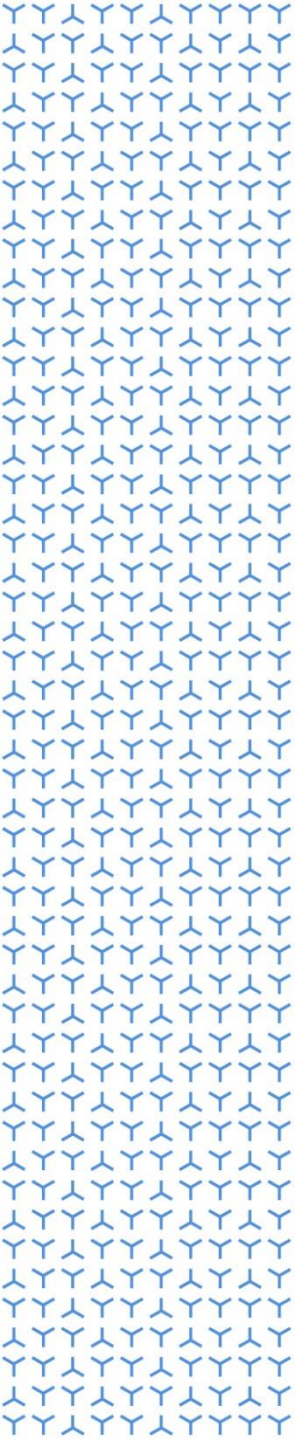
### Buzz Graph

- Buzzgraph Graph:** We could identify some key connections, among the most relevant we can find:
  - Cancer is highly connected to the word sclerosis
  - The Mexican health system comes across as one of the key topics
  - “Age” and “years” are connected to patients
  - “Affects” is connected to the disease



# 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.**



**Thank you**