



Creation Healthcare's Meltwater Story

Executive Summary

Creation Healthcare is a healthcare engagement company that works with leading pharmaceutical organisations to optimise their communications over emerging channels, such as the Internet, social media and mobile. With more than 40 consultants in 16 countries, the firm helps clients make the most of the opportunities offered by real-time engagement and the greater potential to measure feedback and results. Another key service involves working with multi-nationals to ensure they understand the complex regulatory landscape relating to the pharmaceutical sector and advising on how legislation and cultural nuances may differ across various regions.



Thanks to Meltwater Buzz, Creation Healthcare benefits from:

- ⦿ A highly personalised customer service that is responsive to the team's needs and allows Creation Healthcare to provide comprehensive coverage for its clients
- ⦿ The ability to target particular search terms and gather important information about people's attitudes to a range of sensitive health issues and treatments
- ⦿ An insight into how attitudes to health issues differ across a variety of regions, languages and local markets
- ⦿ A useful tool for identifying complaints about certain drug treatments and locating the illegal sale of counterfeit drugs

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Paul Grant
Head of Strategy Implementation
Creation Healthcare

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Creation Healthcare Enjoys Specialist Treatment with Meltwater

The Background

Talking to people about their well-being and health issues is arguably one of the most sensitive conversations you can have.

As a result, it's important that pharmaceutical companies – seeking to appropriately engage both members of the public and healthcare professionals about a range of delicate matters – gain a rounded understanding of how such topics are being approached in forums, help groups and across various social media.

This is one area where Creation Healthcare has forged its reputation within the industry, using Meltwater Buzz along with a suite of other tools to help it collect and interpret a broad range of information from the far corners of the Web. Recognising the incredible potential that these channels have for pharma companies, Creation Healthcare specialises in providing advice and expertise to product managers, marketers and communicators who want to listen and engage with this online healthcare buzz.

"I suppose we use Meltwater in quite an unusual way," says Paul Grant, Head of Strategy Implementation at Creation Healthcare. "We're typically less interested in things like brand awareness over the web and are more concerned with how patients and health care professionals are using the Internet and what they are saying."

He adds: "We also use Meltwater Buzz to acquire an understanding of how people in different global regions approach particular health topics, and to track any developments in local markets that might have legal implications for our clients."

An Ear To The Ground

According to Paul, there are two main ways in which Creation Healthcare uses Meltwater Buzz to gather information. The first approach he calls 'passive listening,' where a snapshot is taken of multiple conversations happening across the Web.

"For example, we might want to try and understand how people talk about different types of pain, so we can better engage with them," he says.

"Pain that is difficult to treat can have an overwhelming effect on individuals," continues Paul. "And there are a range of distinct pain types – nerve pain and phantom pain, for example, are vastly different to the pain from a broken arm."



"In this instance," he says, "we might use Meltwater Buzz to find out about people's attitudes, the kind of vocabulary they are using and the degree to which they feel supported by the healthcare profession. In some cases, we might identify opportunities where pharmaceutical companies can provide support to patient groups or implement new online tools to give patients a voice," he adds.

In a recent project which comprehensively relied on Meltwater technology, Paul notes that the tool was used to find the volume and types of 'mentions' of certain drug treatments across 10 different therapy areas in order to gain ground-breaking insights.

"In the context of medicine, it may be no surprise to hear that more than 80% of online mentions were trying to sell medicines through Spam and potentially unregulated online pharmacies.

"We wanted to find out the likelihood of a person making a product complaint or reporting an 'adverse side effect'; by channel, language, product, therapy area and country – knowledge that will ultimately help pharmaceutical companies better understand the way medicines are discussed online."

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A second key use of Meltwater Buzz is to discover places already established on the web where companies may be able to go and readily participate in online conversation with individuals and groups, and stimulate dialogue for the purpose of market research or engagement. This 'active listening' produces quality insight into these conversations, through which Creation Healthcare is able to provide its clients with strategic advice which can help determine the best direction for an awareness raising or patient safety communications campaign.

Additionally, Paul mentions that Meltwater Buzz is useful prior to a meeting about a new project to gain a quick snapshot of attitudes and issues.

"We might be going into a meeting about a broad topic, such as diabetes or oncology, and Meltwater Buzz is extremely helpful in allowing us to carry out some quick research, so we have something meaningful to take into the meeting," he says.

While Paul readily admits Creation Healthcare uses a number of monitoring tools to ensure the company is able to offer its clients the most comprehensive coverage it can, he happily lauds the high level of customer service provided by Meltwater, which, he says, sets the company apart.

Whether the issue is provisioning for an expected change in the volume of data traffic, help with configuring the Meltwater tool to ensure Creation Healthcare gets the best from the software, or

"To a certain extent we are a bit different from most of Meltwater's customers; but their team is always ready to listen to us and understand what we need. In our experience, Meltwater is an excellent organisation, which provides the highest quality of support."

providing training, Paul says the Meltwater team is consistently responsive.

Paul continues: "Having worked with Meltwater for a number of years, it was only recently that I found out it is a global company. I was surprised – I had presumed it was a smaller firm because of the customer service we receive. You don't normally get the level of intimacy that the team provides from a company the size of Meltwater.

"For me that's a significant achievement. And, as a result, I am loyal to them – which is important in a world that is increasingly fickle and competitive," he adds.



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