

*Exploiting Real-World Data From Social Media in
Patient-Focused Drug Development*

Thierry Escudier, Portfolio Lead
November 14th, 2023

Purpose of the project

Defining best practices in using social media patient listening to produce RWD in a patient focused drug development

Objectives of the project

- In order to leverage SML methods as a source of patient experience data to support patient-focused drug development, clearer regulations, best practices and guidelines are needed that reduce uncertainty for all stakeholders interested in leveraging social media.
- The overall objective is to set scientific standards by developing evidence-based recommendations and guidelines to develop acceptable methods to collect and analyze social media data, to facilitate trial design and benefit-risk assessment

What have we achieved ? What's next ?

- A publication has been prepared and submitted in August 2023 by the members of Steering Committee
 - *Patient Listening on Social Media for Patient-Focused Drug Development: a synthesis of considerations from patients, industry and regulators (under review by the journal)*
- Kick Off project Nov 27-28th 2023 (Ingelheim, Germany)
- 12 months duration
- Main domains evaluated :
 - Data collection and data analysis challenges
 - Regulatory considerations when such RWD are submitted in a dossier
 - Patient acceptance and recommendations (through interviews with patient associations and patient experts)
 - Use of RWD from SML to design new type of questionnaires, PRO, surveys, etc

Steering Committee members



SEMALYTIX



You want to join us ?

How To Get In Contact

thierry.escudier@pistoiaalliance.org
dalila.nafi@pistoiaalliance.org

projectinquiry@pistoiaalliance.org

<https://www.pistoiaalliance.org>