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

Boehringer Ingelheim

Chiesi

Roche

SEMAlytix

Takeda
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