

Lumanity uncovers elusive patient journey insights



INDUSTRY

Health care communications

SPECIALTIES

Patient advocacy and engagement, medical strategy and communications, asset optimization and commercialization

CHALLENGES

Seeking insights from the metastatic breast cancer community for a pharmaceutical client developing novel therapeutic options:

- Noise from financial (investments) sector obscured target conversation.
- General breast cancer conversation and the "Pink Movement" overwhelmed posts from the smaller MBC community.
- Manually cleaning and sorting through social conversations for relevant posts cost time and resulted in loss of context.

SOLUTIONS

- Infegy Atlas

RESULTS

- Acquired highly qualified datasets for MBC patient insights.
- Shaped authentic messaging around MBC patient journey using social listening data.
- Discovered an active and engaged MBC community on TikTok.
- Distilled four themes under which to categorize MBC patient needs and priorities.
- Lumanity's engagement and media revenue from social assignments has outpaced paid search, representing over 20% of their business.



No ordinary agency, Lumanity brings together scientists, communicators, creatives, analysts, and economists. Together, they work to accelerate and optimize access to medical advances. "Patient advocacy and engagement are integral to our work at Lumanity," shared Head of Engagement and Innovation Jackie Singley. "We get very excited when clients also see patient voice as a vital part of their process," she explained as she introduced a recent project for a pharmaceutical client. "The metastatic breast cancer community is quite different [from breast cancer patients]. Specifically, the client wanted to better understand areas of unmet need, how these women and men talk about their condition, and the treatment journey from a patient and care partner perspective. The challenge, was isolating the MBC community conversation online."

The MBC conversation: A needle in a haystack

"Social listening around patient communities has been a very successful tactic in the past, but ... getting to the MBC patient voice on social was like finding a needle in a haystack," recalled Singley.

"One of these reasons has to do with pharma and biotech. There's a lot of investment and finance noise. But then, there's also a huge conversation around the Pink Movement, which doesn't reflect the experiences of the MBC community," points out Singley. "It can really overwhelm the voice and perspectives of MBC patients. That's a problem for our client who wanted to genuinely engage MBC patients and develop targeted therapeutics informed by their experiences and needs."



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"Since we are dedicated to healthcare, many of our clients are pharma and biotech which means our searches tend to pull in a lot of finance and investment chatter. Infegy Atlas helps us cut through all that noise and get straight to the voice of the patient."

Jackie Singley, Head of Engagement

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Discovering a community, realizing their needs

"Infegy Atlas got us the highly qualified datasets we were looking for, and so much more. It helped us uncover precise insights so we could better understand the unique needs of this community. I haven't been disappointed yet," asserted Singley as she jumped into the Infegy Atlas features that helped them cut through non-relevant posts from investors and Pink Movement conversations.

"We love the filters and the way you use IAB taxonomies to detect themes, subjects, and interests within conversations. Also, the option to write focused queries using Boolean got us through the noise from Wall Street in seconds. Before we had Infegy Atlas, there were days when we'd struggle to come up with qualified conversations. I remember thinking, 'I can't get a query to give me anything.' It was so frustrating," she recalled. "In that situation, the takeaway ends up being, 'this community is not having conversations online,' which is actually not true, but that's what we were left with."

Singley was visibly delighted as she shared how her social listening endeavors with Infegy Atlas led her to find an active community of MBC patients online and, even more specifically, find an active and engaged community on TikTok. Of the entire conversation around breast cancer, Singley and her team filtered out the 5% that was qualified MBC conversation using Infegy Atlas. Once they did, they discovered a host of actionable insights for their client.

"With Infegy, we've always been able to get insights no matter what we were researching – and we'd find things we didn't even know about. For example, Infegy Atlas helped us discover an entire lexicon preferred by the MBC community. It drastically differs from breast cancer patients and the Pink Movement, and certain words – when used to describe their experience – is actually quite triggering."



"Before we had Infegy Atlas, there were days when we'd struggle to come up with qualified conversations. I remember thinking, 'I can't get a query to give me anything.' With Infegy, we've always been able to derive insights, even when researching the rarest of conditions."

Finding key themes and contexts with Infegy Narratives

Singley took a moment to expound on a particularly beneficial discovery they made using Narratives, a dynamic and interactive topic-clustering function within Infegy Atlas. "Without the right visualizations, you can't actually see how conversations and topics relate to each other," Singley explains. "Using Narratives, we saw some vital themes pop right away. We were able to take four key themes back to our client as relevant insights."

Narratives also illuminated contexts and connections between conversation clusters. This led Singley and her team to discover that MBC patients discuss "support" in two different ways. One topic cluster held conversations pertaining to unmet physical, emotional, and psychosocial needs, but the other pointed to the dramatic gap in funding devoted to MBC research and topics relating to donations to fund more research.

Different insights for a different journey

Wrapping up the discoveries they made using Infegy Atlas, Singley concluded with how the team's findings reinforced and inspired MBC patient journey insights. "Their journey is different and lumping them in with the larger breast

cancer community is dismissive – inaccurate, really." Ultimately, Singley and her team were able to outline four key themes within patient discussions and present a lexicon of terms that the MBC community used and ones they rejected.

As a result of their in-depth patient journey work, Lumanity's client team was able to understand the MBC community on a deeper level. This, in turn, led the client to engage more effectively with the MBC community and to provide value beyond therapeutic developments.

Infegy Atlas remains central to propelling business results for the Lumanity Engagement and Media team. In fact, social listening and social activation now represent 20% of their business, outpacing paid search!

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