



eucrisa

Social, Sharing and Sentiment Analytics and Strategy

August 6th, 2019
New York

Meet The Team

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Data Analyst



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We Started with a Statement of Work

Deliverables	Data set	Methodology
Research on women aged 25-44 Create customer profiles.	EUCRISA Facebook Demographic Insights	Empirical Study
Research on competitors' media campaigns.	Online sources	Secondary Research
Analyze comments, reviews, and messages to understand the audience's attitude on Eucrisa's social media activities.	Eucrisa_FB_CommentsList_Widget_Jan_2018-May_2019.xsl Eucrisa_FB_CommentsList_Widget_Jan_2018-May_2019.xsl Eucrisa_QC_05212019_v14_with_dictionary.xsl	Sentiment Analysis
Data visualization and insights with key findings.	Data from Sentiment Analysis	Data Visualization
Analyze current social media DTC plan, build the "bridge" between conversion gaps.	Online sources	Observational Study



Our Most Important Finding

"There is no power for change greater than a community discovering what it cares about."

– **Margaret J. Wheatley.**
Author of *Leadership and Science*

This Presentation Has Three Communities

1. Your community of customers
1. Your social media community
1. The sentiment of your community





Getting Close to the Consumer

Three personas based on
Facebook demographics

There Are Three Motivations for Sharing



Self-Serving

Enhance status by making one seem knowledgeable



Social

Engage with a community and learn about community interests



Altruistic

Show concern or empathy for others and try to help others



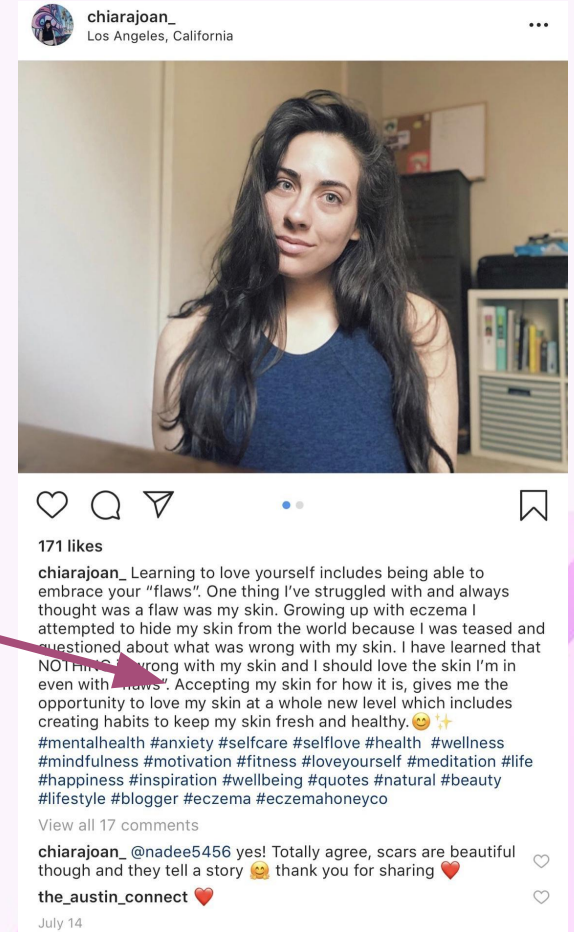
Young and Active



Chiara

- ❖ Ages 28 who has Eczema
- ❖ Lives in Chicago
- ❖ Spends **8 hours per week** on social media
- ❖ Posts **twice a week** on Instagram
- ❖ Exercise and sustainable lifestyle
- ❖ “I love my skin...”

Source: 1. *EUCRISA Facebook Demographic Insights*
2. [Statistics On The Purchasing Power Of Women \(Girlpower Marketing\)](#)



Super Mom



Shantari

- ❖ Age 46 w/ one teenager who suffers from Eczema
- ❖ Lives in Los Angeles
- ❖ Spends **6 hours per week** on social media
- ❖ Posts **twice a week** on Facebook
- ❖ Shares life moments
- ❖ Cares about **local community**



Source: 1. *EUCRISA Facebook Demographic Insights*
 2. [Statistics On The Purchasing Power Of Women \(Girlpower Marketing\)](#)

Cares and Shares



Rachel

- ❖ Age 34 w/ one young daughter who suffers from Eczema
- ❖ Lives in New York
- ❖ **10 hours per week** on social media; Posts **everyday** on Facebook
- ❖ Worries about **parenting**
- ❖ Shares parenting tips and follows related Facebook groups

Misty Carrier Wallace — 🤗 feeling blessed. ...
 July 9 at 10:58 · 🌐

Thank god my daughter didn't listen to the pediatrician (misdiagnosed her and said it has to run its course with no meds)and took this baby to egleston ! One more day and it would have been a different outcome ! but thanks to egleston and a week in the hospital our baby is ok but there is many that aren't this lucky ! Use your mothers instinct always !

Misty Carrier Wallace +
 Jun 30 · 🌐

If your baby/kid has ECZEMA , (which is a skin condition that I never realized was such a academic until now) we took Kinsley to the dr last Monday a... [Continue Reading](#)

Source: 1. *EUCRISA Facebook Demographic Insights*
 2. [Statistics On The Purchasing Power Of Women \(Girlpower Marketing\)](#)

The Reasons for Them to Share



Chiara

Young and Active



Shantari

Super Mom



Rachel

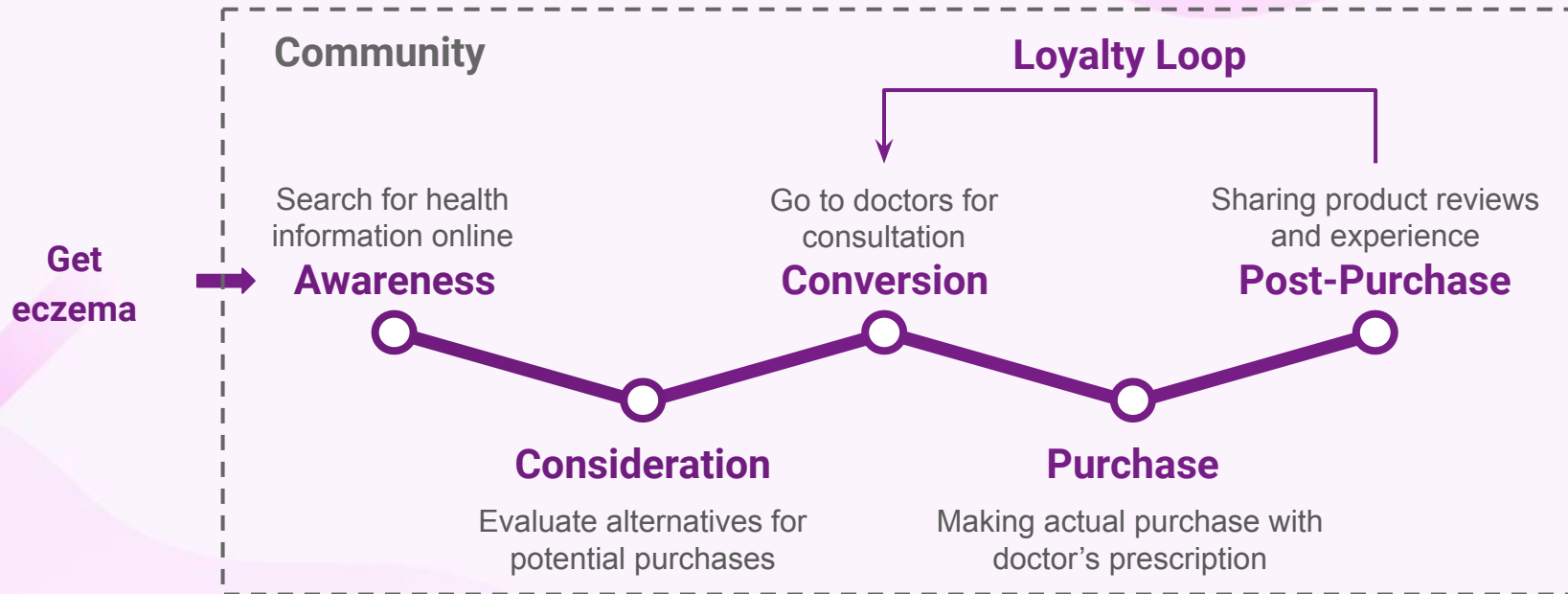
Cares and shares

Content Needs to Track with Customer Journey



Now,
Rachel's daughter
has eczema.
What does she do?

Five Steps in the Customer Journey



Source: 1. [Deloitte 2018 Health Care Consumer Survey \(Deloitte Center for Health Solutions. 2018\)](#)
 2. [Metrics for Pharma Marketers \(Method. 2017\)](#)

Awareness

This is what a search for eczema symptoms shows

eczema

eczema

eczema honey

eczema cream

eczema on face

eczema treatment

eczema herpeticum

eczema rash

eczema on scalp

eczema on lips

eczema causes

Google Search

I'm Feeling Lucky

Report inap

Top auto-complete suggestions on Google search



What Is Eczema? - Eczema Symptoms & Treatments.

[Ad](https://search.yahoo.com/Eczema) search.yahoo.com/Eczema ▼

Research Severe Eczema Treatments. Asthma. What Is It, & How Is It Treated? Trusted Source. Yahoo Results. Types: Treatments, Prevention, Symptoms.

Eczema is a term for several different types of skin swelling. **Eczema** is also called dermatitis. Most types cause dry, itchy skin and rashes on the face, inside the elbows and behind the knees, and on the hands and feet. Scratching the skin can cause it to turn red, and to swell and itch even more. Feb 7, 2019

Eczema | Dermatitis | Atopic Dermatitis | MedlinePlus

<https://medlineplus.gov/eczema.html>

[?](#) About this result [Feedback](#)

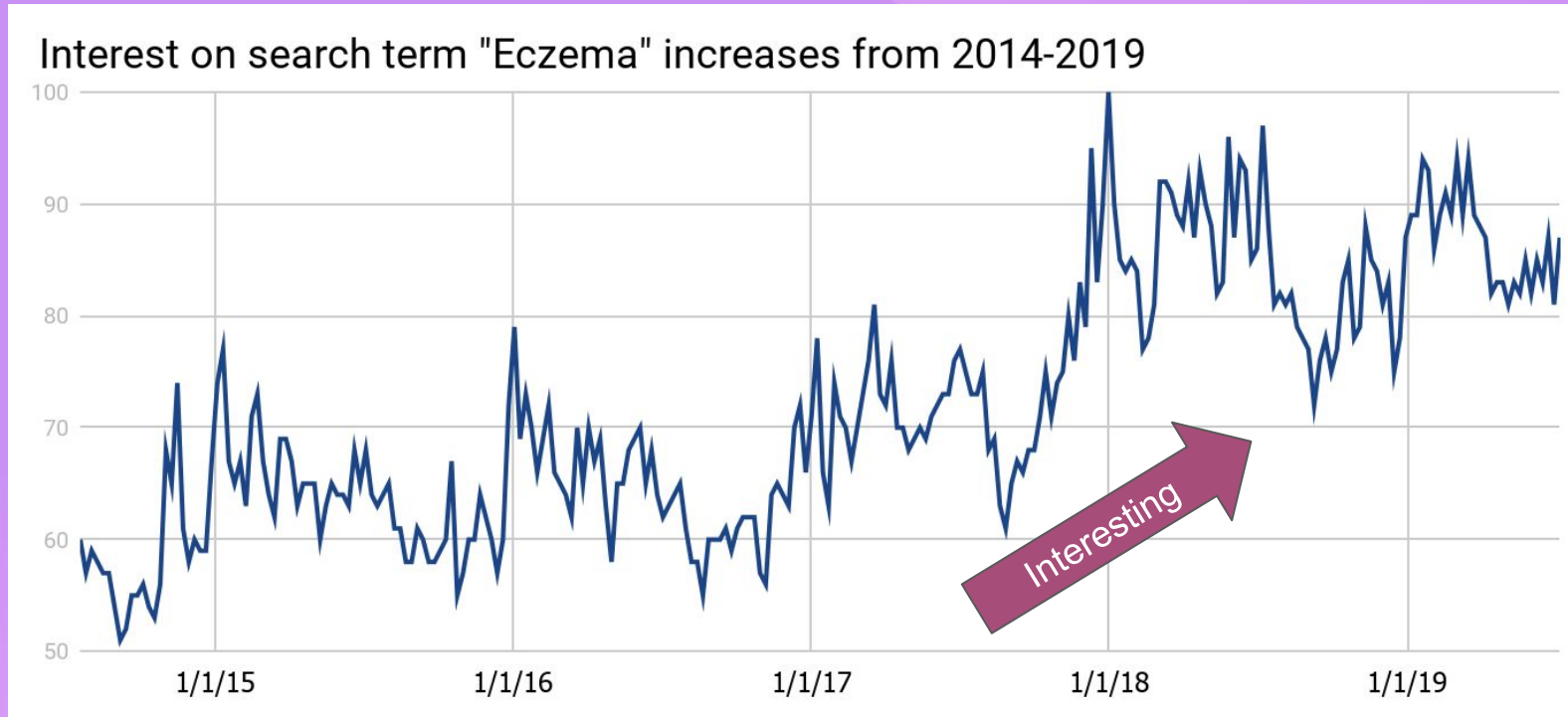
People also ask

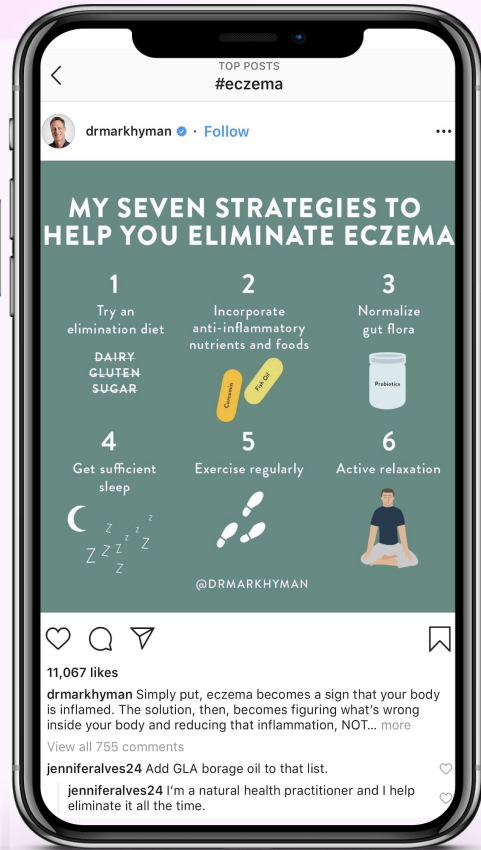
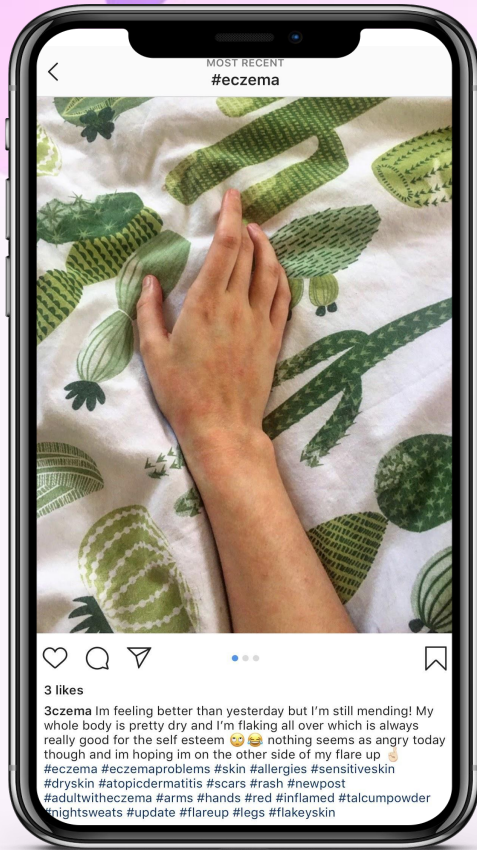
What is the main cause of eczema? ▼

What foods to avoid if you have eczema? ▼

Can you get rid of eczema? ▼

How do you clear up eczema? ▼





Social Media

eczemamatters

Browsing Articles Tagged with the Topic of parenting



Sleep disturbances, exhaustion common among mothers of eczema children

A NEA-funded study found that mothers of children with moderate to severe atopic dermatitis are more likely to experie...



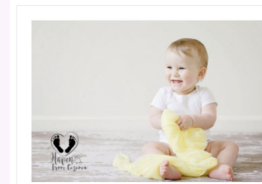
The battle between a toddler and her skin

The hardest part about being a parent of a child with eczema is the unpredictable roller coaster of identifying triggers...



The struggle is real: a parent's guide to caring for kids with eczema

Eczema families, pediatric dermatologists and a pediatric allergist share their best advice for raising little ones with...

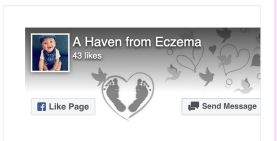


BEST WASHES & SHAMPOOS FOR BABIES WITH ECZEMA

Many pediatricians and dermatologists recommend that parents' bathe their baby every other day, preferably with just plain water to allow the natural oils and good bacteria to thrive on the baby's skin which in turn will help strengthen their skin's immune system. This is especially true for children suffering from eczema who have extremely sensitive skin. When choosing the best

baby...

[Continue Reading-->](#)



A Haven from Eczema
43 likes

[Like Page](#)

[Send Message](#)

POPULAR READINGS



Supplements for Mom and Baby to Help Treat Baby Eczema

Blogs

Conversion & Purchase

Go to see a doctor
and ask about the
considered products

Conversion



*With prescription
and/or saving cards*



Purchase

Go to pharmacy and
purchase Eucrisa

OTC /
Rx Others

Post-Purchase & Loyalty Loop

Share in the communities



Reviews for Eucrisa

Most Helpful

Vicki R. · Taken for less than 1 month May 8, 2017

For Atopic Dermatitis "I have been devastated with what I call debilitating atopic dermatitis. I am a nurse and actually quit my job because of the open draining areas on my face and arms. How can I treat people with constant to intermittent 'oozing' from my skin? It's so nasty! I was given a sample tube of Eucrisa from the allergist. Initially, I thought my face was getting worse from the constant moisture of the ointment, but the following morning, all areas were dry and healing! Amazing! I purchased the 2oz tube for \$70 with the savings card the next day! My skin continues to improve and is nearly clear after using this medication for a little over a week! I cannot afford a \$700 treatment, and my insurance will not cover any of it! Amazing product so far!!"

What this helpful? Yes No ♥ 33 · Report

★☆☆☆☆ Posted 2 months ago (5/16/2019)

I have been using this ointment on my chest and neck and my neck and chest has now broken out with a lot of little bumps..omg..is this going to go away, no stinging or burning though.

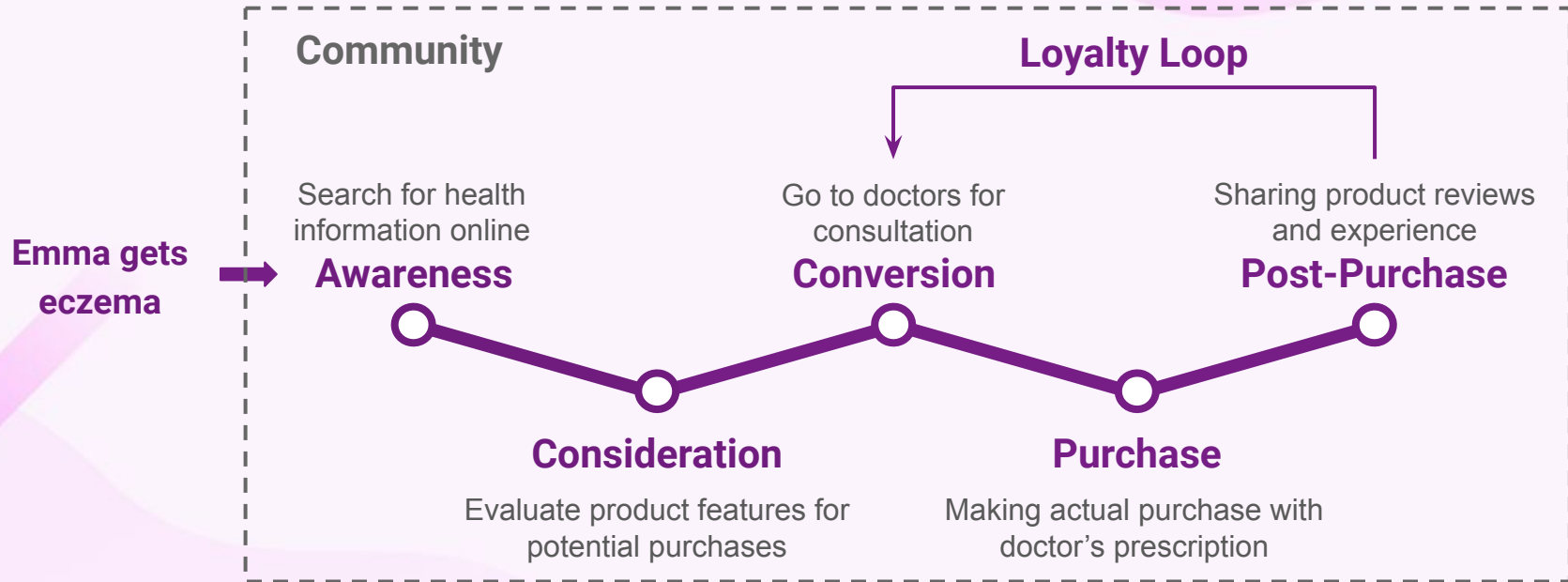
★★★★★ Posted 4 months ago (3/5/2019)

Eucrisa has been super effective as long as I continue to use it. I have had no side effects such as stinging or burning on application. I have struggled with eczema on my foot and palm of hand for years. As long as I apply twice daily it had made such a difference. I would recommend this product.

★★★★★ Posted 5 months ago (2/12/2019)

it does sting, and the worse your eczema is, the worse it will sting, but it was effective for me. I had eczema on my eyelids and after two weeks using steroid treatment, eucrisa prevented another flareup. going on about six weeks using it and it no longer stings. I apply every morning and night.

Let's Help the Journey With Community



Source: [Deloitte 2018 Health Care Consumer Survey \(Deloitte Center for Health Solutions, 2018\)](#)
[Metrics for Pharma Marketers \(Method, 2017\)](#)

Your Social Media Community

Rx and OTC
Opportunities to
Participate



Prescription Competitors

DUPIXENT 
(dupilumab) Injection 300mg


ELIDEL®
(pimecrolimus) Cream 1%


Protopic®
(tacrolimus) Ointment
0.03% 0.1%

Social Media Performance Comparison (Rx)

	Eucrisa	Dupixent	Elidel	Protopic
Market share	1.15%	1.28%	0.33%	0.03%
Total prescriptions	9,999	11,133	2,883	222
Instagram followers	634	96	N/A	N/A
Instagram tags	100+	1,000+	100+	500+
Facebook followers	88,463	970	N/A	N/A
Facebook likes	87,247	838	N/A	N/A





970 Followers

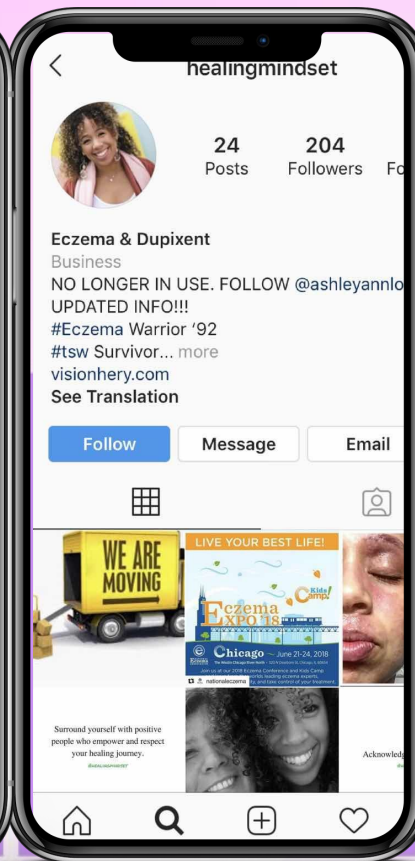
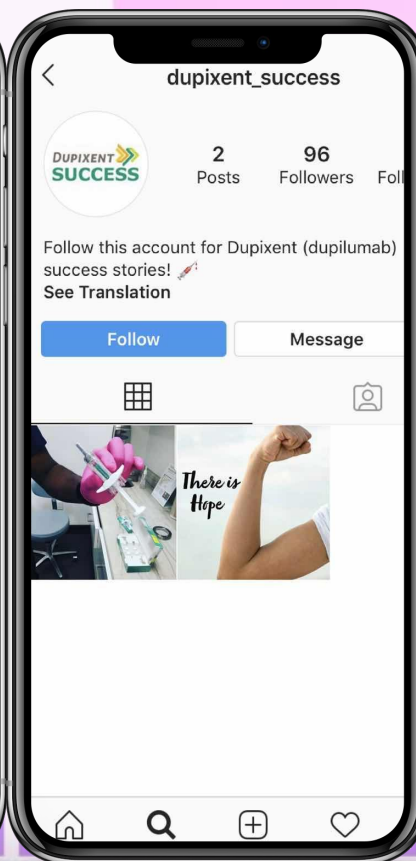
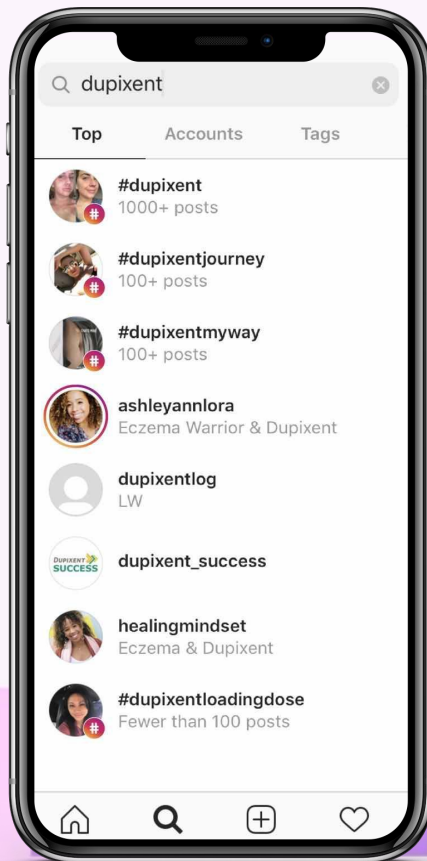
838 Likes

1 Post

The screenshot shows a Facebook page for 'DUPIXENT (dupilumab)'. The page header includes the name and a search bar. The profile picture is a circular logo with the text 'DUPIXENT (dupilumab) Injection 200mg · 300mg'. The page name is 'DUPIXENT (dupilumab)' with a verified badge and the handle '@DUPIXENTUS'. The navigation menu on the left includes 'Home', 'About', 'Posts', 'Photos', 'Community', and a 'Create a Page' button. The main content area features a large banner with the product logo and a 'Learn More' button. Below the banner are 'Like', 'Follow', and 'Share' buttons. A post from August 7, 2018, is visible, containing safety information and a 'Continue Reading' link. The post has 7 shares. On the right, the 'Community' section shows '838 people like this' and '970 people follow this'. The 'About' section includes safety information and a warning to consult a healthcare provider.

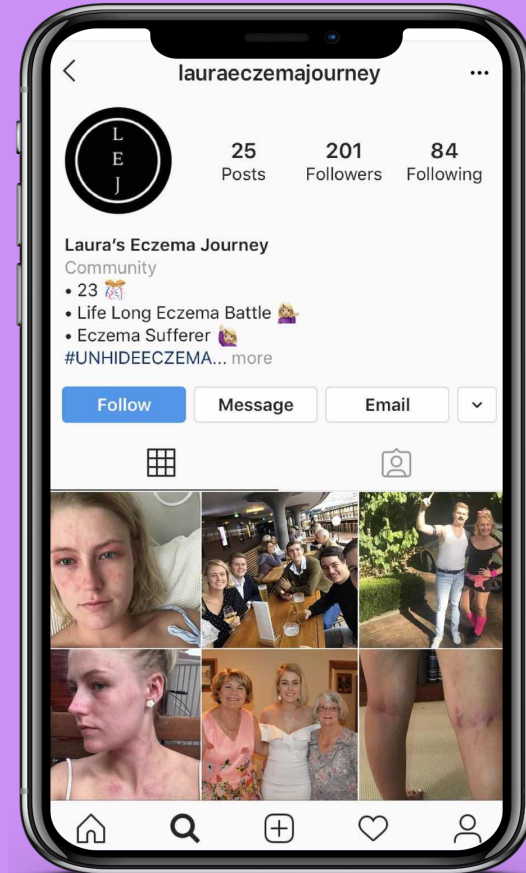
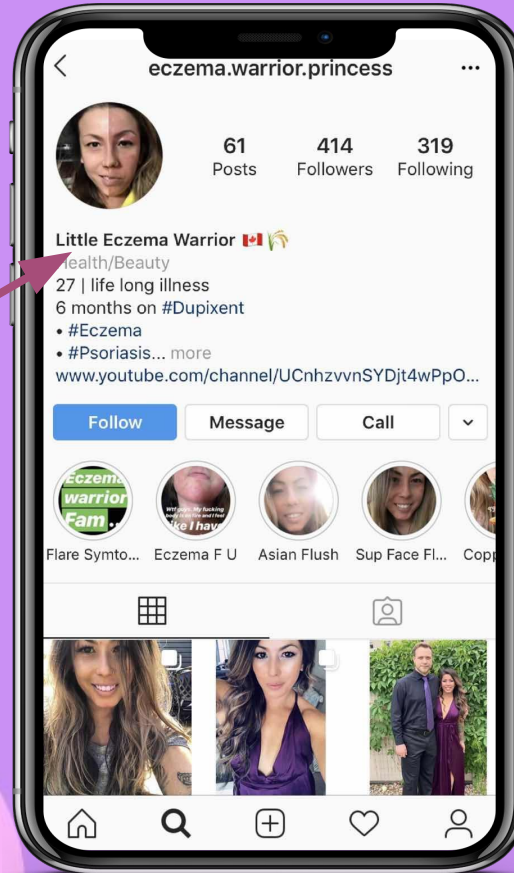


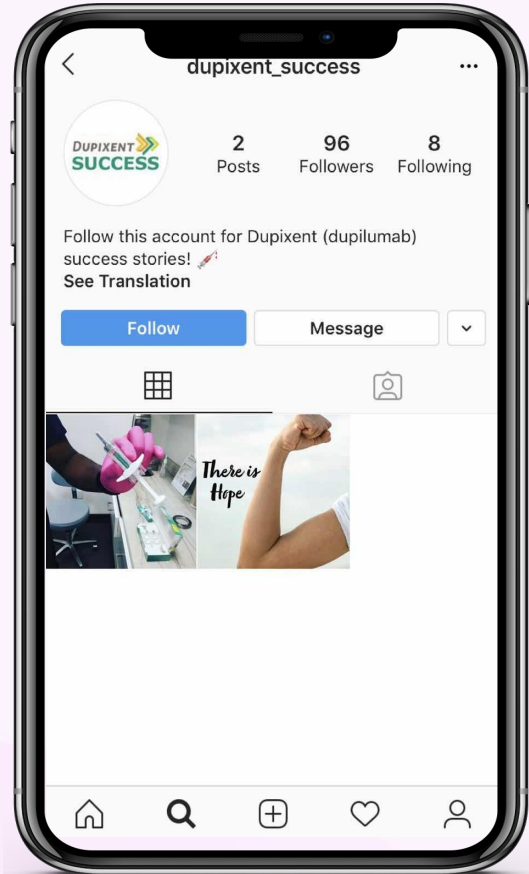
Dupixent Brand Personification Strategy





Engaged Users: Micro-Influencers





Eucrisa has 100+ tags

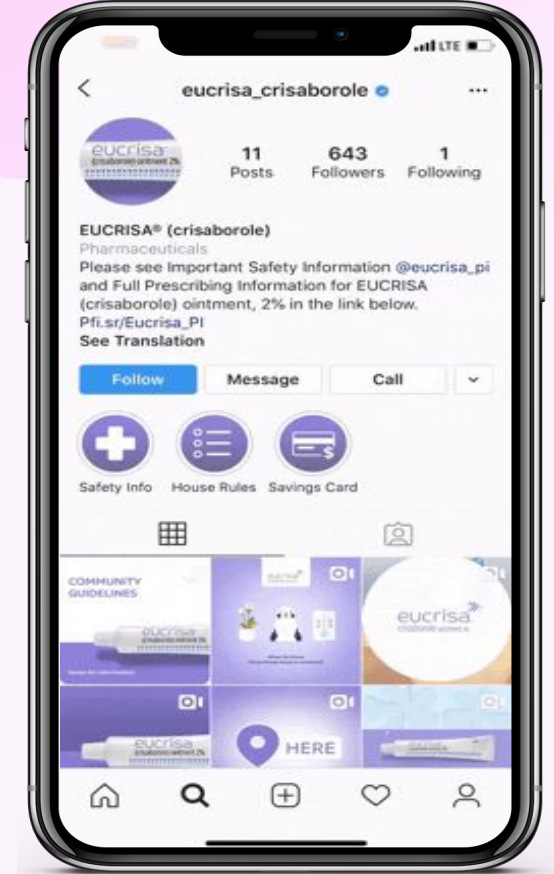
VS

Dupixent has 1000+ tags.

Eucrisa has 634 followers

VS

Dupixent_success has only 96 followers



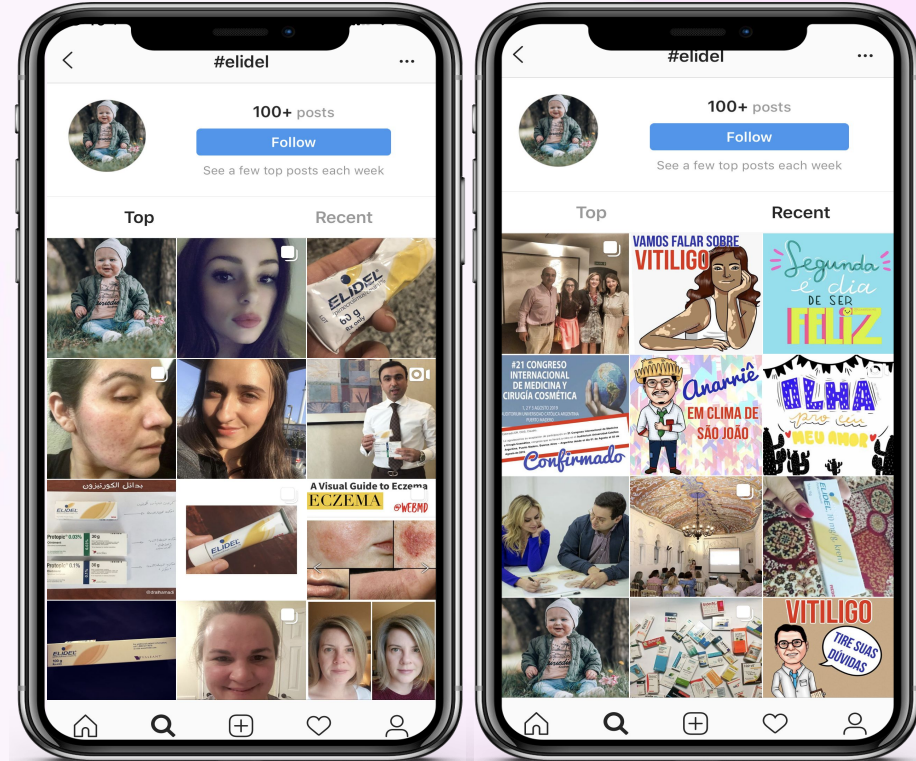
Comparing
Dupixent &
Eucrisa on
IG



Elidel

100+ #elidel posts

Number of posts in Arabic and Spanish



For your Rx Social Community:

- Use more tags
- Create brand personality and motivate micro-influencers and bloggers
- Share successful stories with emotion and drama
- Expand into more posting languages
- More diverse colors and emotional pictures

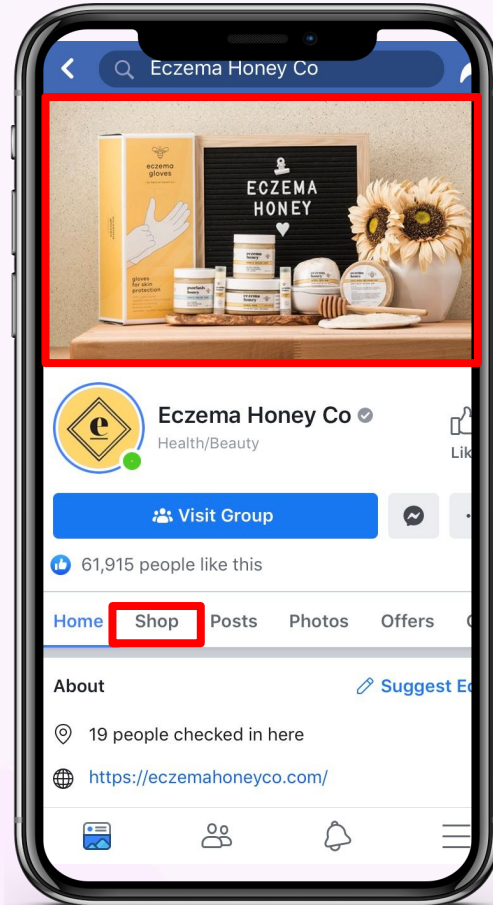
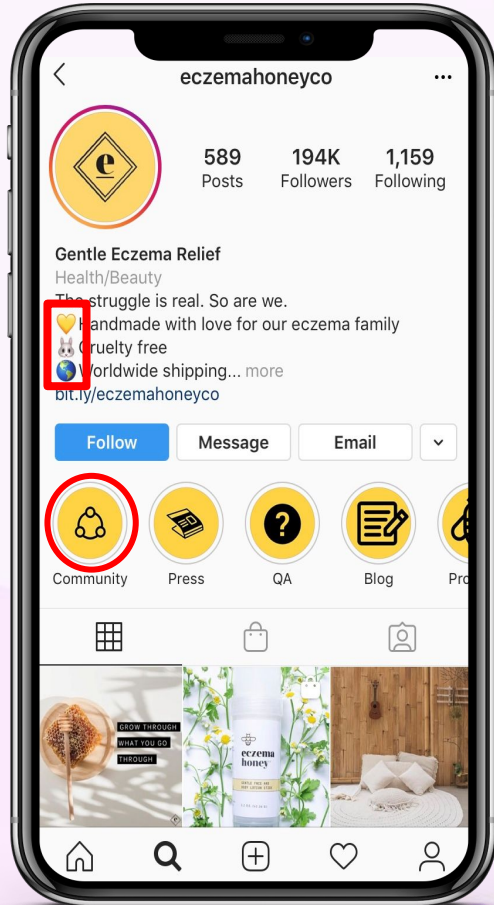
OTC Competitors



Social Media Performance Comparison (OTC)

	Eucrisa	Eczema Honey Co	Cortizone 10	Aquaphor US	Aveeno	Cetaphil
Facebook followers	88,463	64,034	31	142,032	1,613,774	47,370
Facebook likes	87,247	61,887	29	149,911	1,658,317	46,712
Instagram followers	634	194,000	131	10,000	120,000	42,000
Instagram tags	100+	1000+	100+	100+	65,900+	148,000
Update frequency	7-15 days	1-2 days	4-10 days	1-10 days	1-5 days	3-5 days

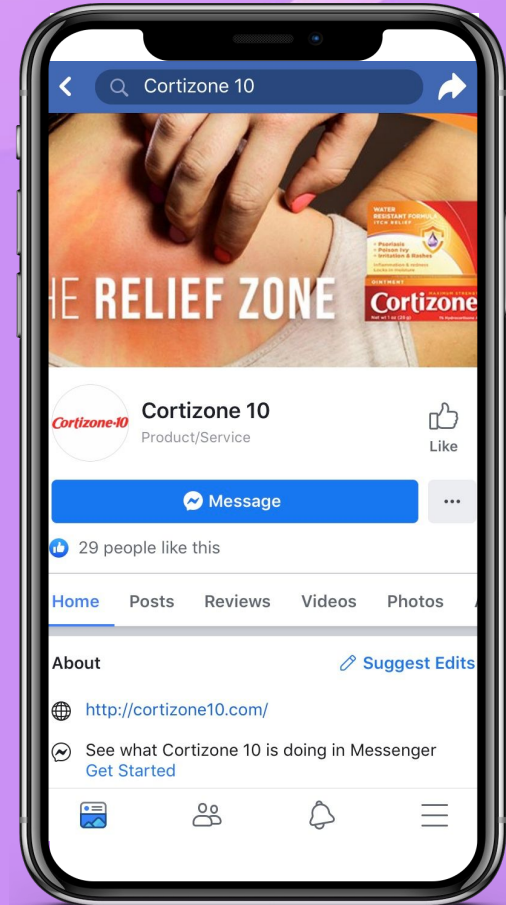
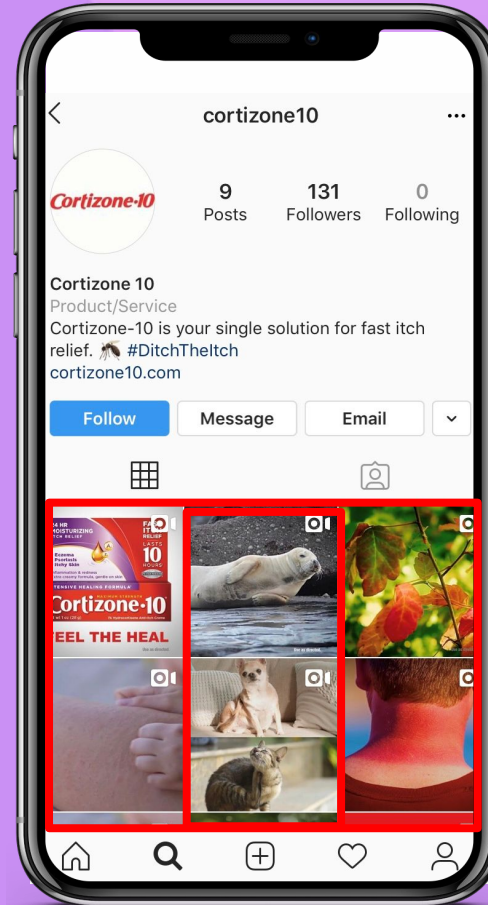
Eczema Honey Co



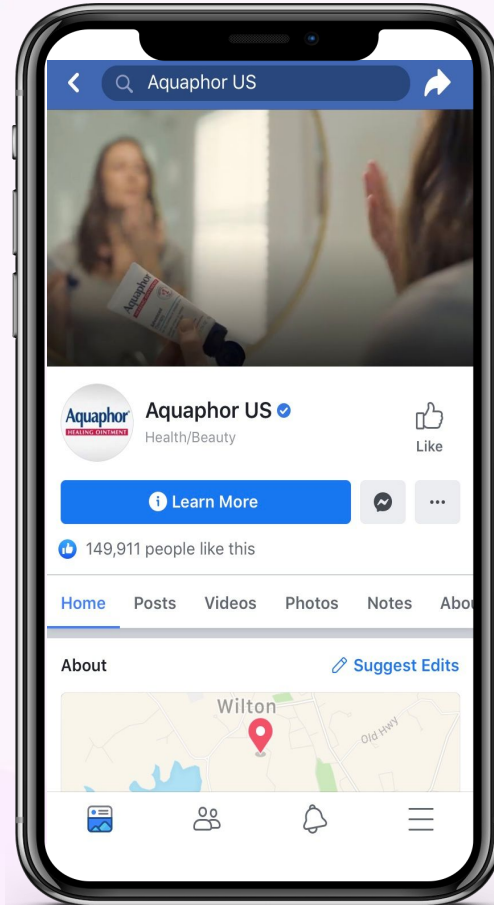
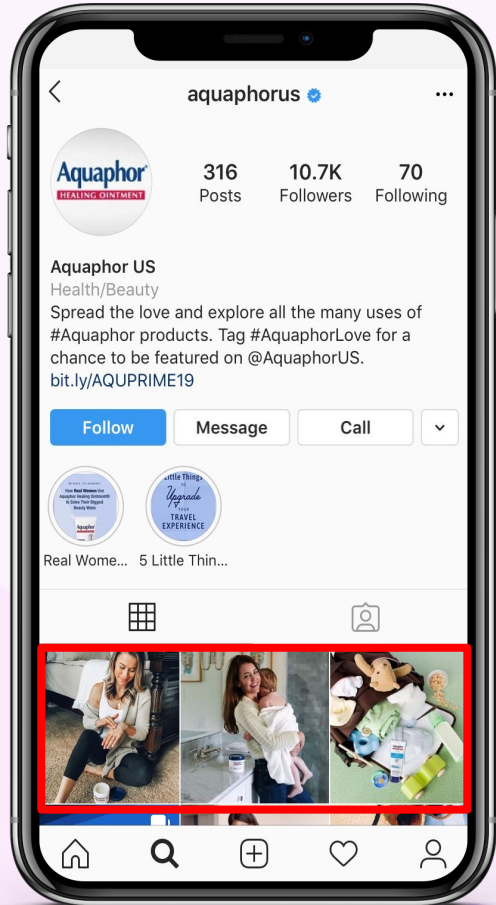
- Frequently posting stories on Instagram
- Has saved stories called "Community"
- Only photos, no videos
- Linked the shop to Facebook and Instagram
- Friendly landing page experience
- Use of emoticons

Cortizone 10

- Mostly post videos with short sentences
- Use animals in the videos



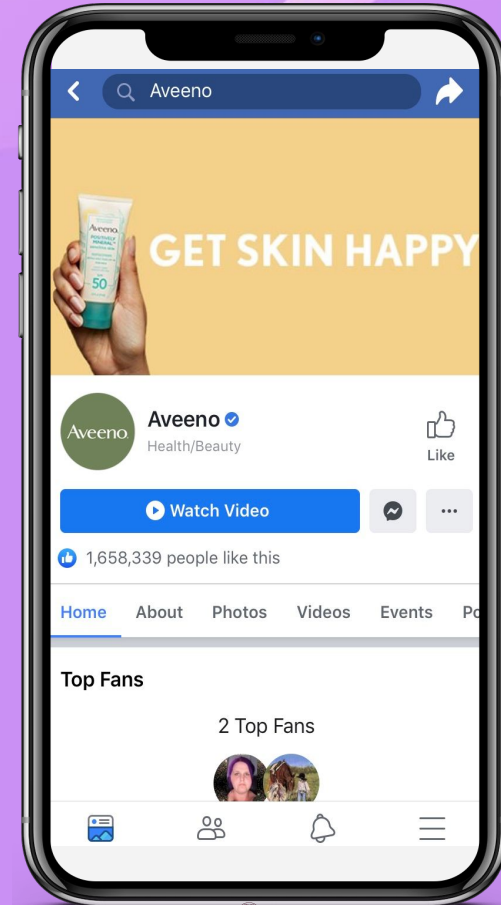
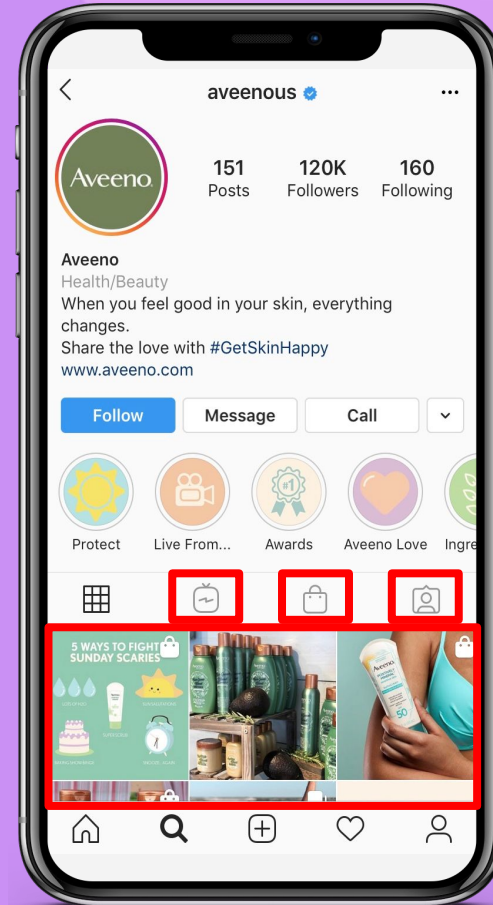
Aquaphor



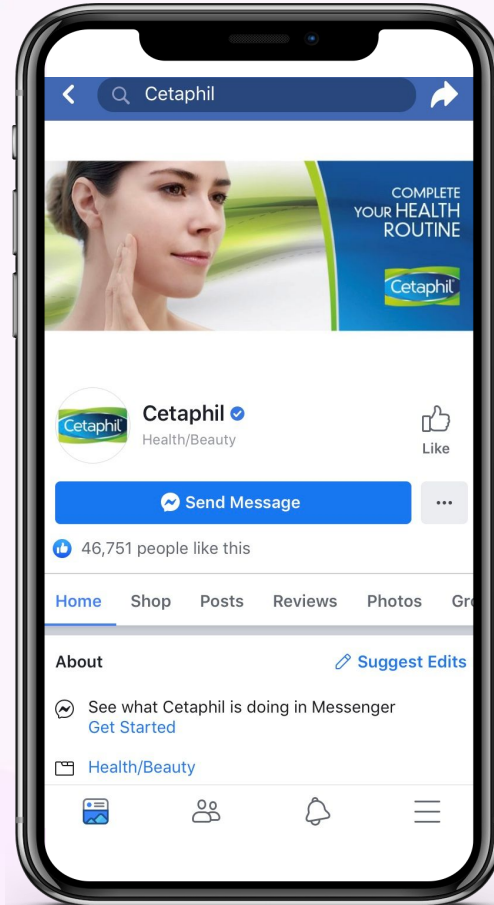
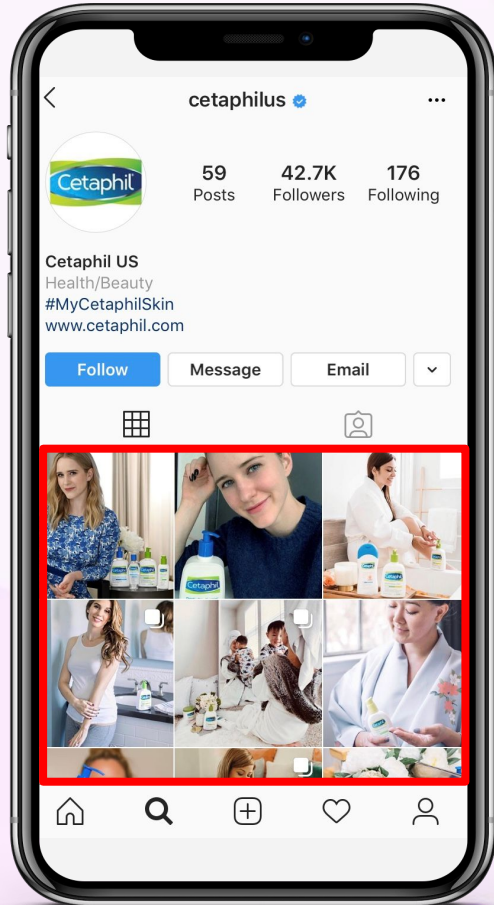
- Content includes babies and moms.
- Makes customers feel safe and comfortable

Aveeno

- Uses IGTV
- Connected shop to Instagram
- Posts of people who tagged them
- Celebrity ambassadors in video ads.



Cetaphil



- Always includes babies and moms
- Uses longer text
- Often mention other people's/ambassadors' accounts (not famous)

Social Media Performance Comparison (OTC)

	Eucrisa	Eczema Honey Co	Cortizone 10	Aquaphor US	Aveeno	Cetaphil
Facebook followers	88,463	64,034	31	142,032	1,613,774	47,370
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Update frequency	7-15 days	1-2 days	4-10 days	1-10 days	1-5 days	3-5 days



The Sentiment Analysis of Community

What are they saying?

We Used These Data and Methodology

	File we used	Data in the file	Type of Analysis	Output
Sentiment Analysis	Eucrisa FB CommentsList_Widget Jan 2018-May 2019.xsl	All the comments	Hierarchical Latent Tree Topics Detection	Topics detection
	Eucrisa FB CommentsList_Widget Jan 2018-May 2019.xsl	All the comments	Google Cloud API	Sentiment analysis for every topics
	Eucrisa_QC_05212019_v14_ with_dictionary.xsl	Sentiment and date	Holt Trend Time Series	Prediction of sentiment trend

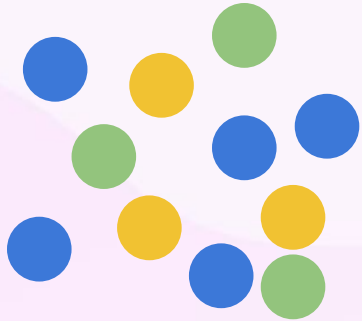
Hierarchical Latent Tree Topics Detection Methodology



19,913 comments

split

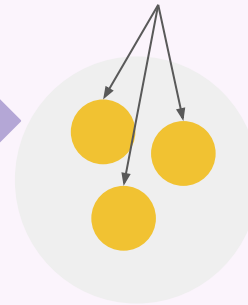
1,001 significant words



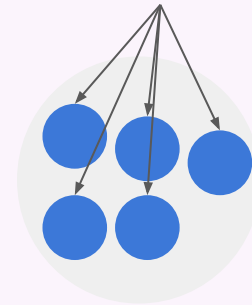
Significant words

Maximan BIC
& Cluster words

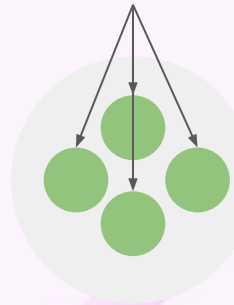
Topic 1



Topic 2

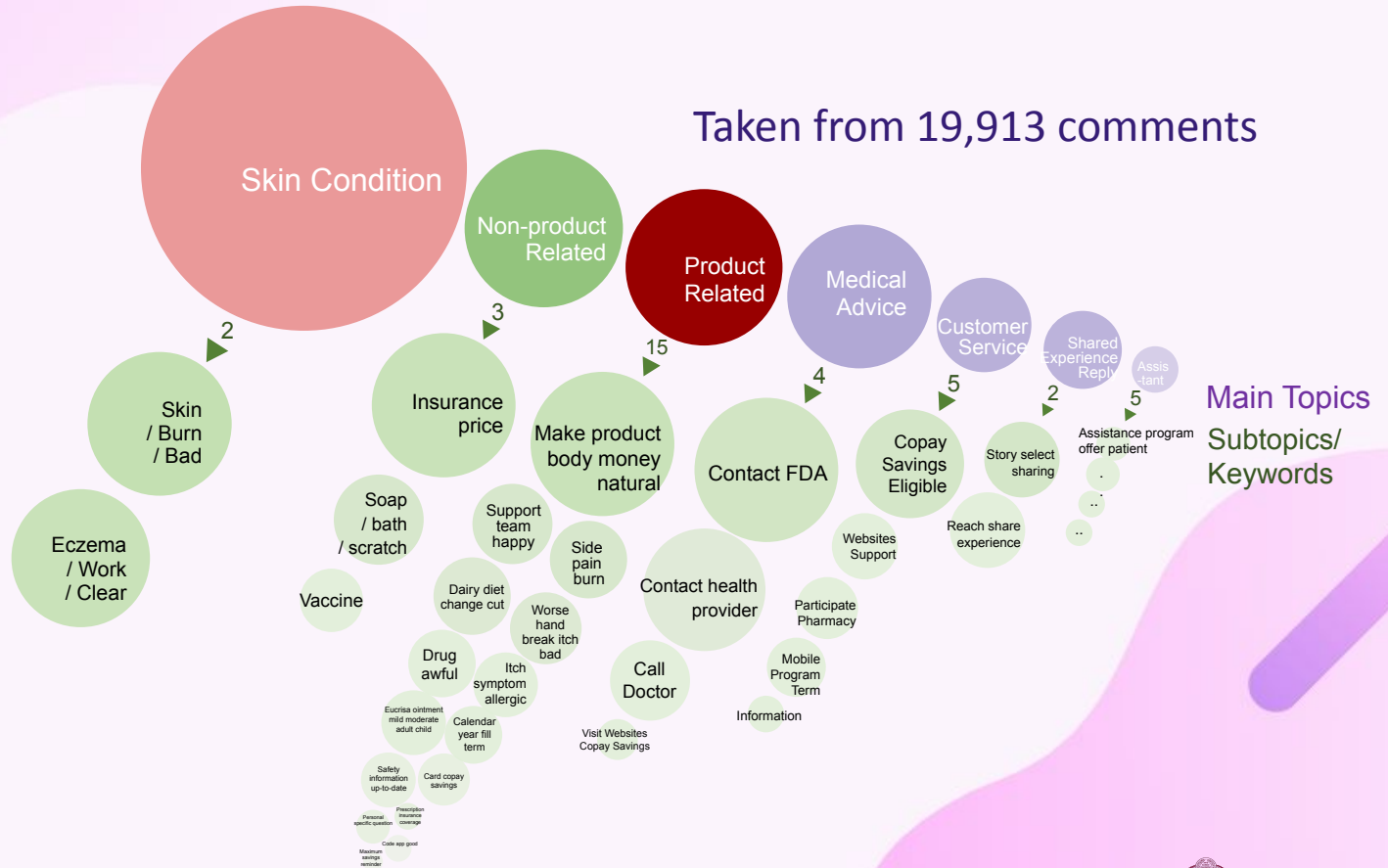


Topic 3



Seven Major Topics from the Facebook Comments

Taken from 19,913 comments



Analyse Topics Contents



**Skin
Condition**



**Nonproduct
Related**



**Product
Related**



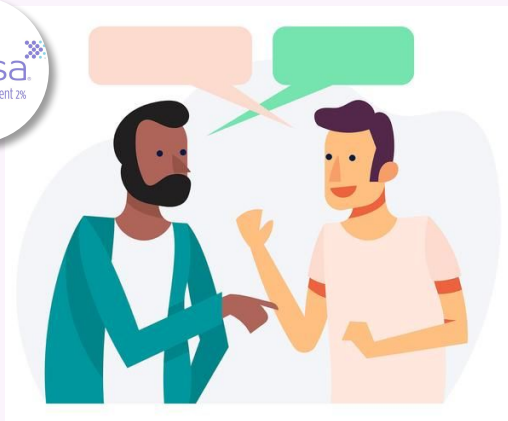
**Other
Topics**



The level of Positive and Negative (0 = Neutral)



eucrisa
crisaborole ointment zs



Skin Condition

Negative:-0.017

Product
Related

Positive:0.009

Non-product
Related

Negative:-0.16



The Most Positive/Negative Postings on Facebook

The most positive

(Comments sentiment:0.9)

Videos, Sign up for Copay Card



EUCRISA.COM

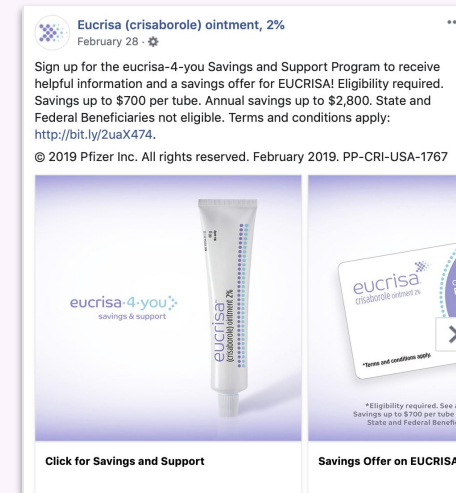
Sign up for your Copay Savings Card Sign Up

👍❤️👍 2.6K 832 Comments 5 Shares

The most negative

(Comments sentiment:-0.9)

Pictures, Sign up for eucrisa-4-you



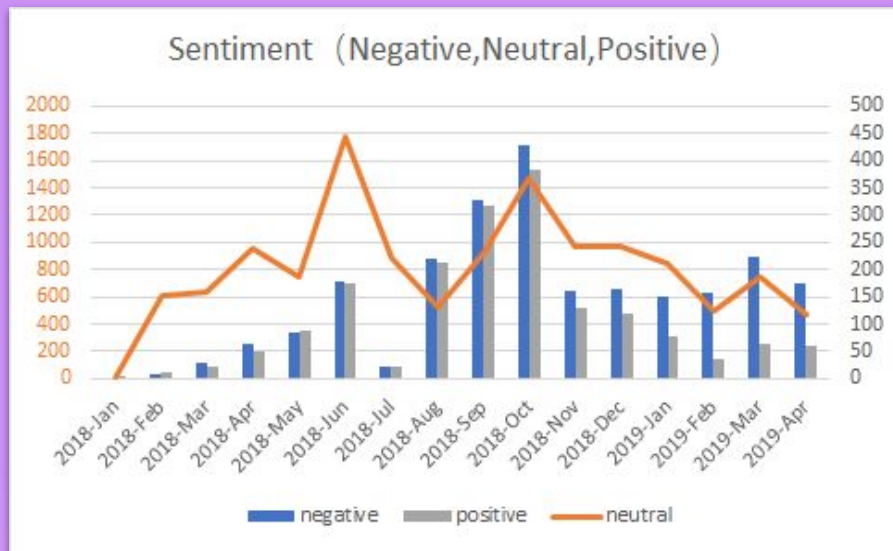
Eucrisa (crisaborole) ointment, 2%
February 28 · 🌐

Sign up for the eucrisa-4-you Savings and Support Program to receive helpful information and a savings offer for EUCRISA! Eligibility required. Savings up to \$700 per tube. Annual savings up to \$2,800. State and Federal Beneficiaries not eligible. Terms and conditions apply: <http://bit.ly/2uaX474>.

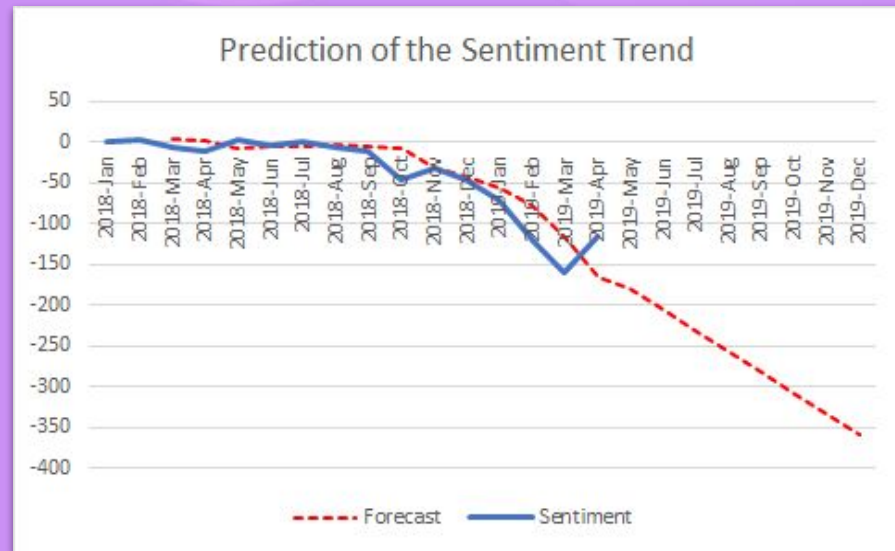
© 2019 Pfizer Inc. All rights reserved. February 2019. PP-CRI-USA-1767

Click for Savings and Support Savings Offer on EUCRISA

Sentiment is Trending Negative



Numbers of negative, positive and neutral comments from 01/2018-04/2019



Negative:-1 Neutral:0 Positive 1
Y-axis: The sum of negative, neutral and positive

Analysis of Non-brand Related Topics

We Searched Reddit and took a sample

Search for 'eczema' on *Reddit*

1

Go through about more than **350** posts in 'eczema' community

2

Choose top 25 posts which won than 400 upvotes by users

3

Sort and aggregate the post by content

4

Find the similarities behind these engaged posts

5

Emotions

- Show empathy despite of the pain from disease (things and moments only 'we' feel)
- Encourage others (authentic stories)

Non-brand Related Topics

The *Reddit* Community prefer posts related to their emotions and feelings.

Self-mocking the moments in daily life about eczema

- Addicted to moisturizer and hot water
- Can't help to scratch
- Other annoying moments...

me when i look in the mirror after my
9000 degree shower



↑ r/eczema · Posted by u/rockycrab 1 year ago

398 ↓ Eczema starter pack



Not scratching, like a
rational human being or
putting lotion on it

Scratching until it
bleeds and burns,
accompanied by
instant regret

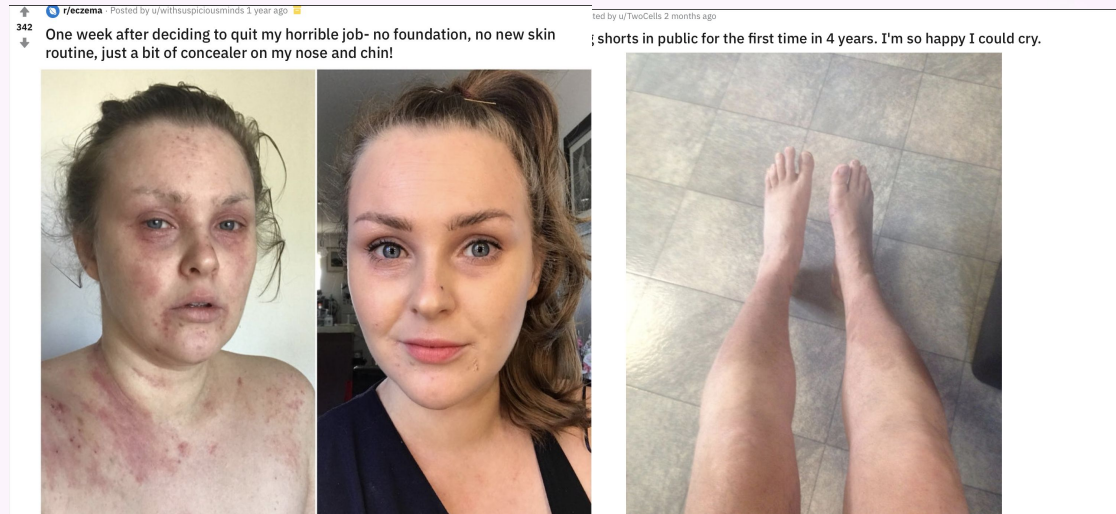
Non-brand Related Topics

The *Reddit* Community prefer posts related to their emotions and feelings.

Angry for people not understanding their sufferings



Sharing personal experience about eczema (e.g. treatment, not scared to wear shorts, etc.)



Top contents included: Meme, [Popular Movie lines](#)/clips express their feelings, personal experience.

Non-brand Comments Are Guides to Content

- More authentic and sincere, show your empathy
- About the condition and personal journey
- Interesting and discussable
- Suggestion: Relate favourite TV series/ movies/ Hot Topics to the feeling eczema patients



The Stranger Things

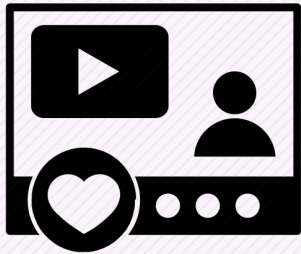


What if Super Hero gets Eczema



RECOMMENDATIONS for Social Media, Sharing, Sentiment

Improve Emotional Engagement



Social Media Content

Emotional and dramatic videos to customers in different stages of the journey

eucrisa
crisaborole ointment 2%

Eucrisa Eczema Community



How TV Advertising Affects Social Media WOM



**TV ads have + effect on
social WOM
IF
Program content is social
AND ads have character and
#hashtags**



205 study of 9,000 ads and 245 brands
(U. of Indiana and Georgetown)

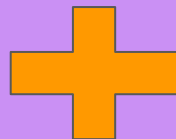
TV advertising Affects Social Media WOM

205 study of 9,000 ads and 245 brands
(U. of Indiana and Georgetown)



TV Reach is not
interactive and
Views are multi-tasking

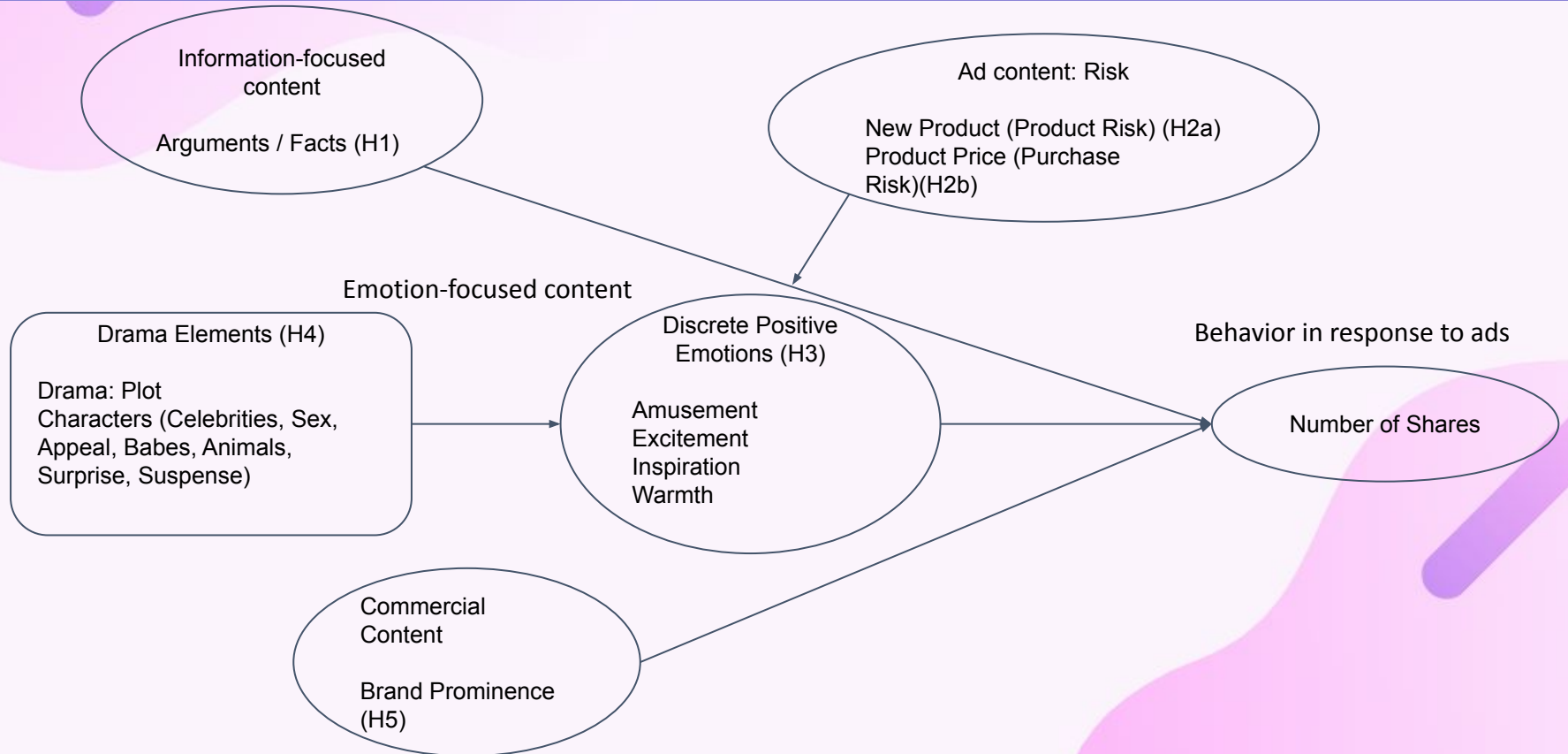
2019 CPM \$17.50



Social CPC \$7.50
Action and
engagement
Potential to share

Project: Calculate EV = Engagement Value

Engaging Video Content on Social Media



Engaging Video Content on Social Media



Video length: 1.2 - 1.7 minutes / Less than 1 minute for Instagram



Use of drama → “To be continued” video series



Information - focused content → Negative



Emotion - focused content → Positive



Mention the brand name later

Instagram Individual Influencers

Account name	Followers	Average likes	Average frequency	Content/Promoted Brands
Healthy_healer	14,600	200	Once in 1-2 weeks	Food and diets
Eczemaconquerors	4,874	128	1-2 a week	Eczema tips, Podcasts, food, skin condition/ Sovereign Silver, Genestra Brands
Nicolaljohnston	4,723	75	Every day	Pictures of her children, herself, and skin condition
Whatspiritsays	3,896	124	Once in 3 days or week	Eczema tips, her children, food
Ashleyannlora	2,206	176	Every 1-2 days	Pictures of herself / Dupixent
Drruthskinjourney	2,083	100	Once a week	Skin conditions, food, cremes / Radiant skin, Wesrlab, Nikki Hill, Naissance, Sorion, Weleda, Diprobase,
Tiffanyerikacheung_nd	1,946	59	Every day	Skin treatment tips, herself, food / Attitude
Eczema.warrior.princess	456	50	1-3 times a week	Skin condition, herself / Dupixent
Lauraeczemajourney	203	34	1 in 3 month (was 1-2 a week before)	Skin condition

Instagram Communities

Account name	Followers	Average likes	Average frequency
Nationaleczema	8,943	547	Once in 1-2 weeks
Atopicdermatitis_hu	702	23	Every day

Websites to check for reviews:

Drugs.com <https://www.drugs.com/comments/crisaborole-topical/eucrisa.html>

*The Average likes per post are calculated by 8 recent posts



What Will He Think of Me Tonight?



- How to wear makeup when you have eczema?
- Eczema skincare routine
- Share eczema warriors' stories: building confidence and finding LOVE
- Smooth, soft skin in Streeterville (A Chicago Community)

Chiara

Age 28 who suffers from Eczema
Living in Chicago

Related articles: <https://nationaleczema.org/makeup-tips/>
<https://www.instyle.com/how-tos/eczema-makeup-application-tips>
<https://www.webmd.com/skin-problems-and-treatments/eczema/treatment-16/cosmetics-eczema-makeup>





Shantari

Age 46, Caregiver w/ one teenage boy
who suffers from Eczema
Living in Los Angeles



Rachel

Age 34, Caregiver w/ one young
daughter who has Eczema
Living in New York

Being a Mom is the Best Job in the World

- What food is good when your child has eczema?
- Here are delicious food recipes that help build a stronger immune system
- Young eczema warriors: how to build confidence and cope with the stress?
- He will always be my baby



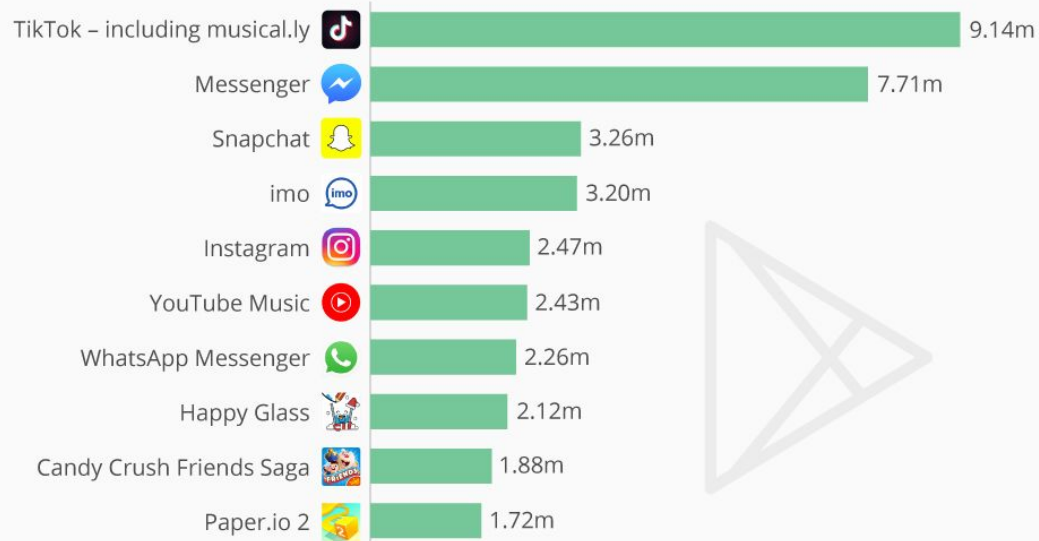
Related articles: <https://www.webmd.com/skin-problems-and-treatments/eczema/treatment-16/eczema-diet>
<https://www.medicalnewstoday.com/articles/320855.php>
<https://www.healthline.com/health/skin-disorders/eczema-diet>

Expand Impact with Video on Tik Tok APP



The Top 10 Android Apps in the U.S.

Number of downloads from the Play Store in October 2018 in the U.S.



Nearly 1.5 million more downloads from Play Store than Facebook Messenger.

Nearly three times as many downloads as Snapchat.



@StatistaCharts Source: Prioridata



Resources: [Statista/PrioriData](https://www.statista.com/chart/9817/the-top-10-android-apps-in-the-us/)

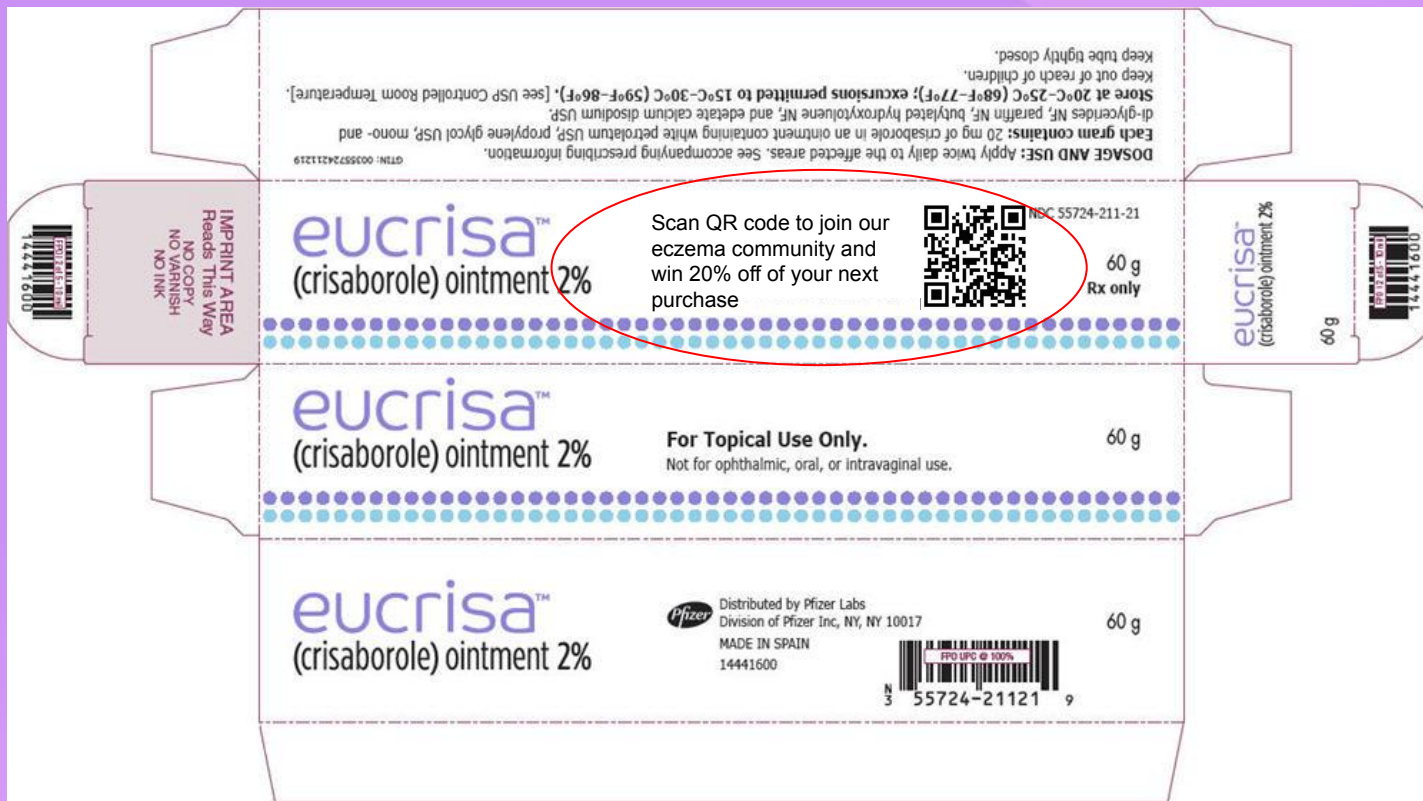
<https://www.statista.com/chart/9817/the-top-10-android-apps-in-the-us/>

Key Points to Address

**100%
STEROID
FREE**



An Invitation to Community



Sign up page

eucrisa-4-you[®]
savings & support

Keep up-to-date with information about EUCRISA[®]

Before we can send you information, we'll first need some information from you.

*Who was EUCRISA prescribed for?

- For me
 For my child
 For another adult in my household

*Your First Name

*Your Last Name

*Email Address

*Confirm Email Address

Community Building

- Story
 - Before & After Photos
 - Record
-
- Q & A
 - Answer by real customers and our specialists



- Eczema information
 - Daily treatment
 - Terminology
-
- Eucrisa co-pay cards
 - Coupon



*"There is no power for change
greater than a **community**
discovering what it cares about."*

– Margaret J. Wheatley.
*Author of **Leadership and Science***



THANK YOU

Anne, Joe, Shannon, Matthew,
Sydney, Susan, Professor
Peter Johnson and all others
for giving us this great
opportunity to work with
real-world data, for your help
and support!



Appendix

Your target customers go to the Internet first



Internet

is the primary source for **healthcare information**, more than the doctor



Blogs & Social Media

to learn about product reviews and features and to see what others are talking about the product



1+ post a week

to share content with family and friends and to share personal opinions or comments



6+ hours per week

spent on social media with **3.4 social media accounts** on average

The Purchasing Power of Women

- 20% of all U.S. mothers are Millennial moms. (Source: Weber Shandwick, July 2013)
- 61% of Millennial Moms share content online at least once a day. (SheKnows, Nov. 2013)
- 64% of moms put the most trust in recommendations from people they know personally. (Source: SheKnows, Nov. 2013)
- 18-29 year-olds value parenthood far more than marriage. (Source: Jamie Dunham Brand Wise)
- 51% of children being born to Millennials are to single Moms. (Source: US ChamberFoundation.org)

The Purchasing Power of Women

- Women make 90% of household healthcare decisions. (Source: Yankelovich Monitor, M2W Conference)
- The internet is the primary source for healthcare information, and women more than men seek such information online. (Source: Natural Marketing Institute, 2009)
- More than three-quarters of those 65 years and older say they go online for health information (Source: Burst Media Survey, 2007)
- 9 of 10 women online seek health information via the web. (Source: National Marketing Institute)
- 66% feel misunderstood by health care market. (Source: Greenfield Online for Arnold's Women's Insight Team)

The Purchasing Power of Women

- 61% of women are more likely to include an item on their list if they're currently using the brand, **57% if they have a coupon**, or 56% if they have seen the item in a store ad or circular. (Source: Integer Group and M/A/R/C Research, 2012)
- 92% of women pass along information about deals or online recommendations to others. (Source: Mindshare/Ogilvy & Mather)
- As Millennial Moms increasingly rely on personal recommendations and storytelling to help shape their purchasing decisions, they look to blogs and social networks to learn about product features and evaluate potential purchases. (Source: Influence-Central)

a promising future for the use of social media in healthcare

There is a **promising future** in community engagement, information sharing, data collection functions, appointment setting, prescription notifications, providing health information, improved participation, autonomy, motivation, trust, and perceived self-efficacy.

The primary **challenges**, developing when more patients are being engaged with social media, are related to privacy, security, the usability of social media programs, the manipulation of identity, and misinformation

Using **video** through social media can have more of an impact on patient engagement than text-based interventions

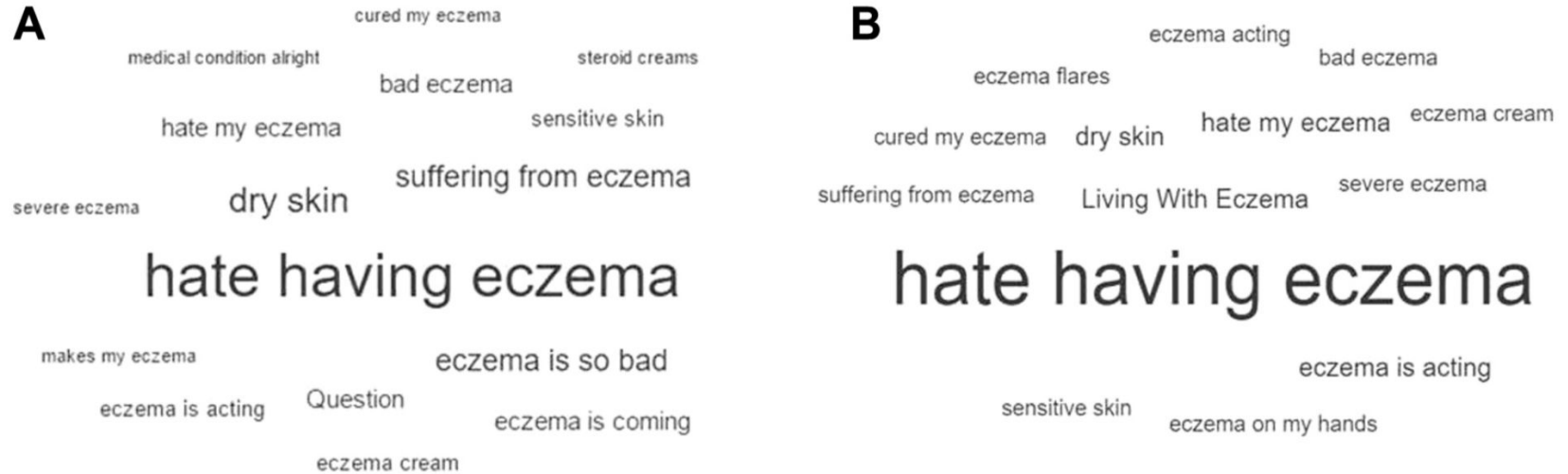
Patient experience of eczema based on social media



Word clouds associated with eczema from posts in January (A) and July (B) 2015 before software or manual screening for authorship by patient, relative, or HCP

Source: *Insight into the patient experience of eczema through a crowdsourcing approach (Wang, 2017)*

Patient experience of eczema based on social media



Word clouds generated from patient-authored posts only (as identified by the social media monitoring software and after manual verification) from posts in January (A) and July (B) 2015.

Source: Insight into the patient experience of eczema through a crowdsourcing approach (Wang, 2017)

Patient experience of eczema based on social media

- The most common topics of the responses were
 - **negative posts about topical steroids (61%)**
 - posts mentioning personal experiences (37%)
 - and posts including side effects (26%)

Type of Comment	Number of posts (% of all posts)
Negative about steroids	125 (61%)
Personal experience	76- (37%)
Side effects	54- (26%)
Neutral about steroids	42- (20%)
Positive about steroids	39- (19%)
Alternative treatments	39- (19%)
Citing medical literature	20- (10%)
“Steroid addiction” or “Steroid withdrawal”	15- (7%)

Source: *Insight into the patient experience of eczema through a crowdsourcing approach (Wang, 2017)*

Detailed Discussion for Topics

Skin Condition

Skin
Burn
Bad

Eczema
Work
Clear

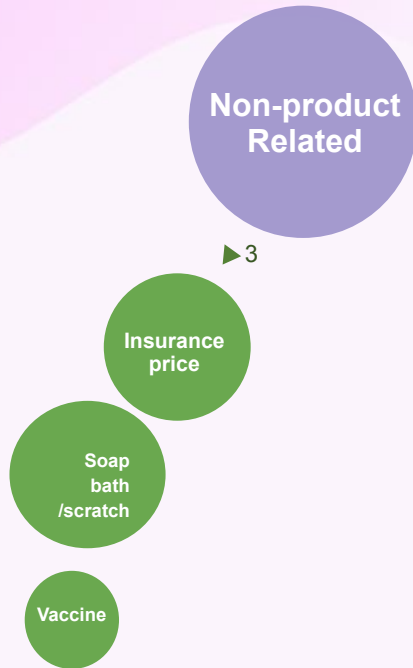
! Skin/ Burn/ Bad...

My son suffers from horrible eczema. We tried everything. Steroids worked so well. His pediatrician opted to try this. \$35 for a tube. Within seconds of putting it on - my 2 year old was screaming at **how bad it burnt**. I can't use it on him twice a day. Every other day is too much. I gave up. It's not worth him screaming from how bad it burns. He suffered terrible burns with a high percent steroid cream and it left scars all over his body. I use aquaphor with this amazing skin salve i get from a local all natural herbal shop in Shepherdstown WV. Works soooooo much better. Was really hoping this would give our boy some relief.

! Eczema/ Work/Clear...

My 4 year old has horrible eczema his pediatrician wanted me to try this first before finally consulting with a dermatologist. **Eucriisa has helped tremendously without any burning and cleared it up quickly** . Any and all creams burned him and only ointments would not . I noticed such a difference in a matter of hours after the first application. It was such a relief to finally find something that actually works for him....

Detailed Discussion for Topics



Insurance price

It's **very expensive** but it's the only thing that works on my skin my insurance wouldn't cover it either but that card helped me I paid \$10 for it...

Doctor prescribed but when i went to pick it up **the cost was \$700.00**. No one can afford to pay \$700.00 for something that might work but no one is sure.

Detailed Discussion for topics



Make product body money natural

I have friends that their young daughter had this problem. I encouraged them to use a **all natural lotion** on it and also have them get on an probiotic. It really started to heal. The natural products that I love are made to heal from the inside out!...

Product Related

15

Make product body money natural

Support team happy

Side pain burn



Side pain burn

The most common side effect of EUCRISA is application site pain, such as burning or stinging. You can learn more about EUCRISA at EUCRISA.com. Please see Full Important Safety Information at bit.ly/2zb2PW7 and Full Prescribing Information at bit.ly/2InsVAH."

Detailed Discussion for topics

Dairy diet change cut

Try changing your daughters diet. I haven't heard of a single case of eczema that wasn't related to diet or toxins. Have her go **dairy free, soy free, egg free and gluten free**. Use only fragrance free soaps and detergent (essential oils for fragrance are okay!)

Worse hand break itch bad

This stuff is horrible! I used it 1 day and I regretted it so much I was **crying and suffering so badly!!** I blew up swelling with blisters and pain so bad that I even tried this medicine!! What are people to do when it's on your arms, legs, head & in my ears? I am happy that it works for some but, I see a lot of people that had bad side effects...

Drug awful

This is not true. The drug company (Pfizer) told me it was a copay as little as 35 dollars but I still paid 50 dollars and my insurance paid the rest. Every time that I call the drug company they tell me something different....

Itch symptom allergic

EUCRISA may cause **side effects including allergic** reactions at or near the application site. These can be serious and may include hives, itching, swelling, and redness. If you have any of these symptoms, stop using EUCRISA and get medical help right away...

Product Related

15

Dairy diet change cut

Worse hand break itch bad

Drug awful

Itch symptom allergic

Contact FDA Contact health provider

Hi Amanda, we're sorry to hear about your daughter's experience. Be sure to **talk to her healthcare provider** for medical advice about side effects. You may report any issues related to Pfizer products by calling Pfizer at 1-800-438-1985 (U.S. only). Or if you prefer, you may contact the FDA directly: please visit www.fda.gov/MedWatch, or call 1-800-332-1088. If you are outside the U.S., please contact your local health authority....

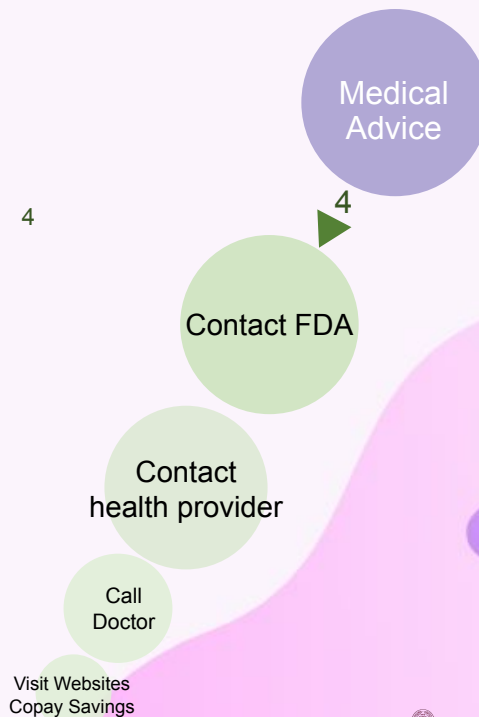
Call Doctor

Hi Ashley, we're sorry to hear about your friend's experience. Please make sure to tell her to **talk to her doctor**. She can also report any issues related to Pfizer products by calling 1-800-438-1985 (U.S. only). Or if she prefers, she can contact the FDA directly by visiting fda.gov/MedWatch or calling 1-800-332-1088. If she is outside the U.S., please contact her local health authority....

Visit Websites Copay Savings

Hi Ireasha. You can receive our **Copay Savings Card** by texting EOFFER1 to 42762, or by visiting our website: bit.ly/2zbJiVz.*...

Detailed Discussion for topics



Copay Savings Eligible

Hi Jay. If you need help paying for EUCRISA, you may want to see if you're eligible for our Copay Savings Card, which offers eligible patients savings on their EUCRISA prescription. You can receive it by ...

Websites Support

Hi Stephanie. If you need help paying for EUCRISA, we encourage you to sign up for the eucrisa-4-you Savings and Support Program to see if you're eligible for our Copay Savings Card...

Participate Pharmacy

*See terms and conditions: bit.ly/2uaX474. Mobile text program terms: goo.gl/bdDxx9. Msg & data rates may apply. Msg frequency varies. Text HELP for info, STOP to opt out. Patients enrolled in state or federally funded prescription insurance programs are not eligible to use this card....

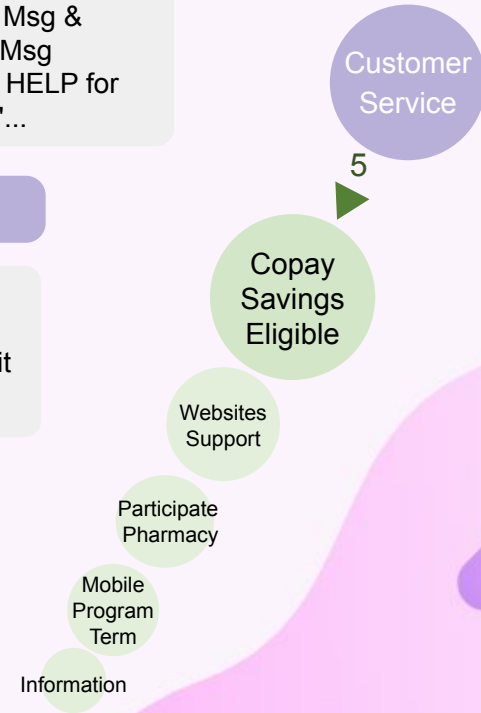
Mobile Program Term

Mobile terms and conditions apply: goo.gl/bdDxx9. Msg & data rates may apply. Msg frequency varies. Text HELP for info, STOP to opt out."...

Information

Hello Betty. For more information about EUCRISA, you can visit bit.ly/2hCdZf5.

Detailed Discussion for topics



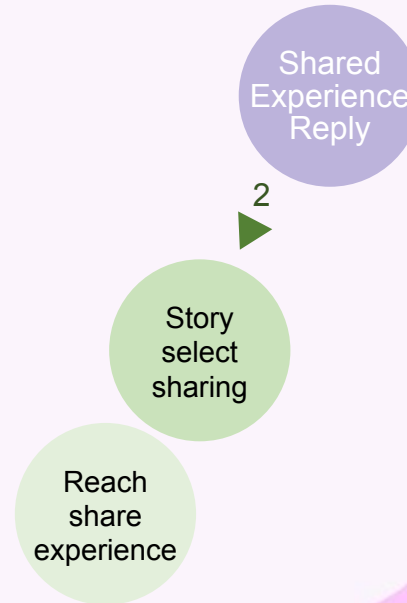
Story select sharing

"Hey there, Beth. We know it has been a while, but we appreciate you sharing your experience with EUCRISA and would like to hear more. If you are interested in potentially sharing your story more broadly, please feel free to leave a voice message at 877-256-8409 or email SharingMyStory@pfizer.com and our team will follow up with you. If your story is selected, you may also be invited to participate in various marketing activities on behalf of Pfizer....

Reach share experience

Ruijia, thanks for reaching out. Please talk to your healthcare provider regarding samples. EUCRISA is a prescription medication and can only be dispensed or prescribed by a healthcare provider....

Detailed Discussion for topics



Detailed Discussion for topics

Assistance program offer patient

Hi Patricia. Pfizer's RxPathways' program may be able to help. It connects eligible patients to a range of assistance programs that offer insurance support, copay help, and medicines for free or at a savings. If you are having trouble finding the Pfizer program that's right for you, call 1-844-989-PATH (1-844-989-7284) and ...

Feel free leave voice message

Hey Steven. We know some time has passed, but we appreciate you sharing your experience with EUCRISA and would like to hear more

Mild moderate **Steroid** free

EUCRISA is a steroid-free ointment for people with mild-to-moderate eczema and....

Cost insurance support

Amanda, thanks for reaching out. Cost will vary depending on your individual insurance coverage. For help determining what your cost would be ..



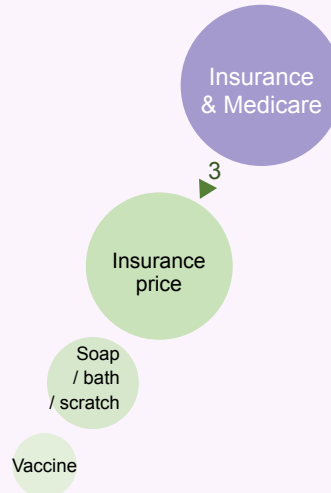
More result from Sentiment Analysis

Soap / bath / scratch

...I avoid any soap/shampoo in the bath unless she is really a mess than I use the Cetaphil body wash. Of all the prescriptions and over the counter stuff I've tried, this is the only thing that has kept it under control. Hope you find something that works for your kiddos Sara....

Vaccine

Amanda... eczema is a listed side effect of multiple vaccines... read the inserts (info data sheet) available on the CDC. Enjoy your day...



Topic 2

Insurance price

It's very expensive but it's the only thing that works on my skin my insurance wouldn't cover it either but that card helped me I paid \$10 for it..

Doctor prescribed but when i went to pick it up the cost was \$700.00. No one can afford to pay \$700.00 for something that might work but no one is sure.

Product Related

15

Eucrisa ointment mild moderate adult child

EUCRISA is a prescription ointment used on the skin (topical) to treat mild-to-moderate eczema (atopic dermatitis) in adults and children 2 years of age and older."...

Calendar year fill term

Depending upon your insurance coverage, eligible patients pay as little as \$35 or \$70 per fill.* Savings up to \$650 per fill with a maximum savings of \$2,600 per calendar year. *Terms and conditions apply: bit.ly/2uaX474....

Safety information up-to-date

Also, for the most up to date product information, including details on the approved use and the safety information, please see our Full Prescribing Information at: bit.ly/2lnsVAH."

Card copay savings

Hi Lea. With the EUCRISA Copay Savings Card, eligible patients with commercial insurance that doesn't cover EUCRISA could pay as little as \$70 per tube.* Learn more and sign up for the Copay Savings Card here: bit.ly/2zbJiVz....

Product Related

15

Prescription insurance coverage

Hi Patricia. Please call 1-844-EUCRISA (1-844-382-7472) if you have a EUCRISA prescription and need help understanding your insurance coverage for EUCRISA. The EUCRISA support team is here to help answer your questions 8:00 AM-8:00 PM ET, Monday through Friday....

Personal specific question

"Jennifer, we're sorry to hear that. The most common side effect of EUCRISA is application site pain, such as burning or stinging. EUCRISA may cause side effects including allergic reactions at or near the application site. These can be serious and may include hives, itching, swelling, and redness. If you have any of these symptoms you should stop using EUCRISA and get medical help right away. Please note that your healthcare provider is the best resource to answer your specific questions regarding your treatment and for personal medical advice....

Code app good

Just download the app VeryDice in the Play Store or App Store, enter my friend code: 1089117 and get started right now with 50 free rolls!! ??...

Maximum savings reminder

As a reminder, maximum savings would be \$700 per tube and \$2,800 per year. State and Federal Beneficiaries are not eligible...

TV advertising VS online advertising



Potential reach	283,302,000 people in 2012;	211,633,000 people in 2012;
Viewing time	from 453 minutes in 2011 to 369 minutes in 2017;	from 214 minutes in 2011 to 353 minutes in 2017;
Global advertising revenue %	from 37.1% in 2011 to 34.4% in 2015;	from 20.7% in 2011 to 33.1% in 2015;
Total Advertising spending	from \$114.84 in 2018 to \$104.32 in 2021 ;	from \$108.64 in 2018 to \$172.29 in 2021 ;
Trusted percentage	21% in 2012;	33% in 2012;

<https://www.jstor.org/stable/j.ctv5vddk0.4>

<https://www.forbes.com/sites/brentleeson/2012/11/20/tv-advertising-vs-digital-marketing/#1471ce9f37f8>

<https://www.vox.com/2019/2/20/18232433/digital-advertising-facebook-google-growth-tv-print-emarketer-2019>

<https://thisisarray.com/advertising/traditional-vs-digital-advertising/>



Dupixent Describes the Patient's Journey

The Journey Disease Onset

There is nothing you do to get moderate-to-severe atopic dermatitis. It can affect people regardless of gender, skin color, and body size.



Does this all sound familiar? Complete the Eczema Checklist, to gain a better understanding of your uncontrolled moderate-to-severe eczema (atopic dermatitis) and guide a productive conversation with your doctor.

[TAKE EVALUATION >](#)

Finding The Right Doctor May Help Your Journey

As someone who deals with moderate-to-severe eczema (atopic dermatitis) on a daily basis, you here to be your biggest advocate. Search for a healthcare provider that will be an advocate for you and your treatment journey.



Use this tool to easily find nearby specialists with experience in treating adults with moderate-to-severe eczema (atopic dermatitis).

Bronx, NY [Q](#)

Powered by Healthlytics.

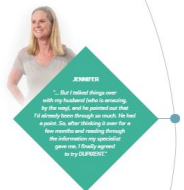
Save! Use Dupixent on an advance or restricted any particular situation, and search results do not include a comprehensive list of factors in your area.

Learn how to talk to your healthcare provider about DUPIXENT.

[DOWNLOAD YOUR DOCTOR DISCUSSION GUIDE](#)
234 / 65

Perseverance

Each ambassador's story of finding DUPIXENT is unique. While some weren't hesitant about trying it, they each understood that DUPIXENT held a chance for improved skin.



Find out about DUPIXENT and what it may be able to do for you.

[EXPLORE >](#)



Moving Forward

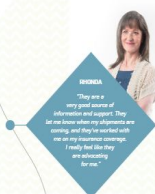
Moderate-to-severe eczema (atopic dermatitis) may never go away, but DUPIXENT may help with your symptoms. While everyone's results may vary, hear our ambassadors' experiences with DUPIXENT.

See how DUPIXENT MyWay® helped with eczema assistance, provided a personal nurse educator and even assisted in educating the patients about taking DUPIXENT.



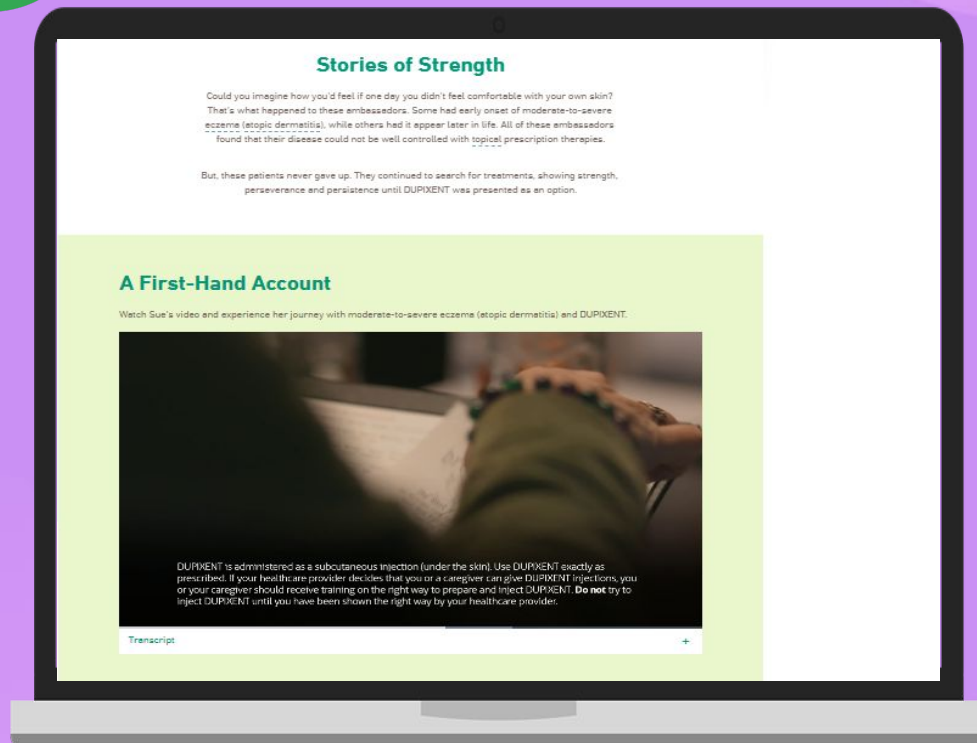
DUPIXENT MyWay will tailor a program to fit your situation. Get ongoing personalized nursing support 24/7. Help scheduling monthly prescription refills and deliveries and in-home, in-office or online supplemental injection training.

[GET ASSISTANCE >](#)



Share Your Story

Your experience with DUPIXENT is unique and yours to tell. [SHARE YOUR STORY](#)



Dupixent shares successful first-hand stories

Social Media Opportunities

- Share observations and update FRAMEWORK

- Tools to track competitors' social media



- Analyze competitors' SEO (SEMrush)

Buzzsumo Pro | Content Research | Influencers | Monitoring | API

Most Shared | Trending Now | Backlinks | Content Analysis | Facebook Analyzer

Filter by Date: 24 Hours, Past Week, Past Month, Past 6 Months, Past Year

Language: show

Country (TLD): show

Filter Domains: show

Content Type: Article, Infographics, Guest Posts

Search: brand publishing

Export | Create Alert

Results not relevant enough? Click here to search for "brand publishing" in the article's title only

Sort by: Total Shares

	FACEBOOK SHARES	LINKEDIN SHARES	TWITTER SHARES	PINTEREST SHARES	GOOGLE+ SHARES
The Brand as Publisher Masterplan - Reinventing Content Marketing for the Next Decade moz.com - More from this domain By Simon Penson - Mar 24, 2016	417	482	2.6K	40	116
Publish Brand Unveils Its "Samsara" Take on the Onitsuka Tiger Colorado Eighty-Five MT hypebeast.com - More from this domain By Hypebeast - Apr 17, 2016	2.1K	2	97	27	0
Added to the brand: The hypocrisy of a publishing academic lse.ac.uk - More from this domain



<http://buzzsumo.com>

<https://www.fanpagekarma.com>



Social Media Performance details(OTC)

Instagram

	Eucrisa	Eczema Honey Co	Cortizone 10	Aquaphor US	Aveeno	Cetaphil
Types of posts	Ads	Ads, testimonials	Ads, disease information	Ads	Product information	Ads, product information
Format	Videos	Mostly pictures	Videos	Videos, pictures	Pictures	Videos, pictures
Engagement	Video views	Video views	Video views	Video views	Likes	Video views

Social Media Performance details(OTC)

Facebook

	Eucrisa	Eczema Honey Co	Cortizone 10	Aquaphor US	Aveeno	Cetaphil
Types of posts	Ads, testimonials	Ads, product info	Ads, product info	Testimonials, ads, product info	Ads, product info	Ads, product info, testimonials
Format	Pictures	Videos, pictures	Videos	Videos	Videos, pictures	Videos, pictures
Engagement	Comments, shares	Comments, likes	Video views	Comments, shares	Likes	Likes