



JOHN MURPHY



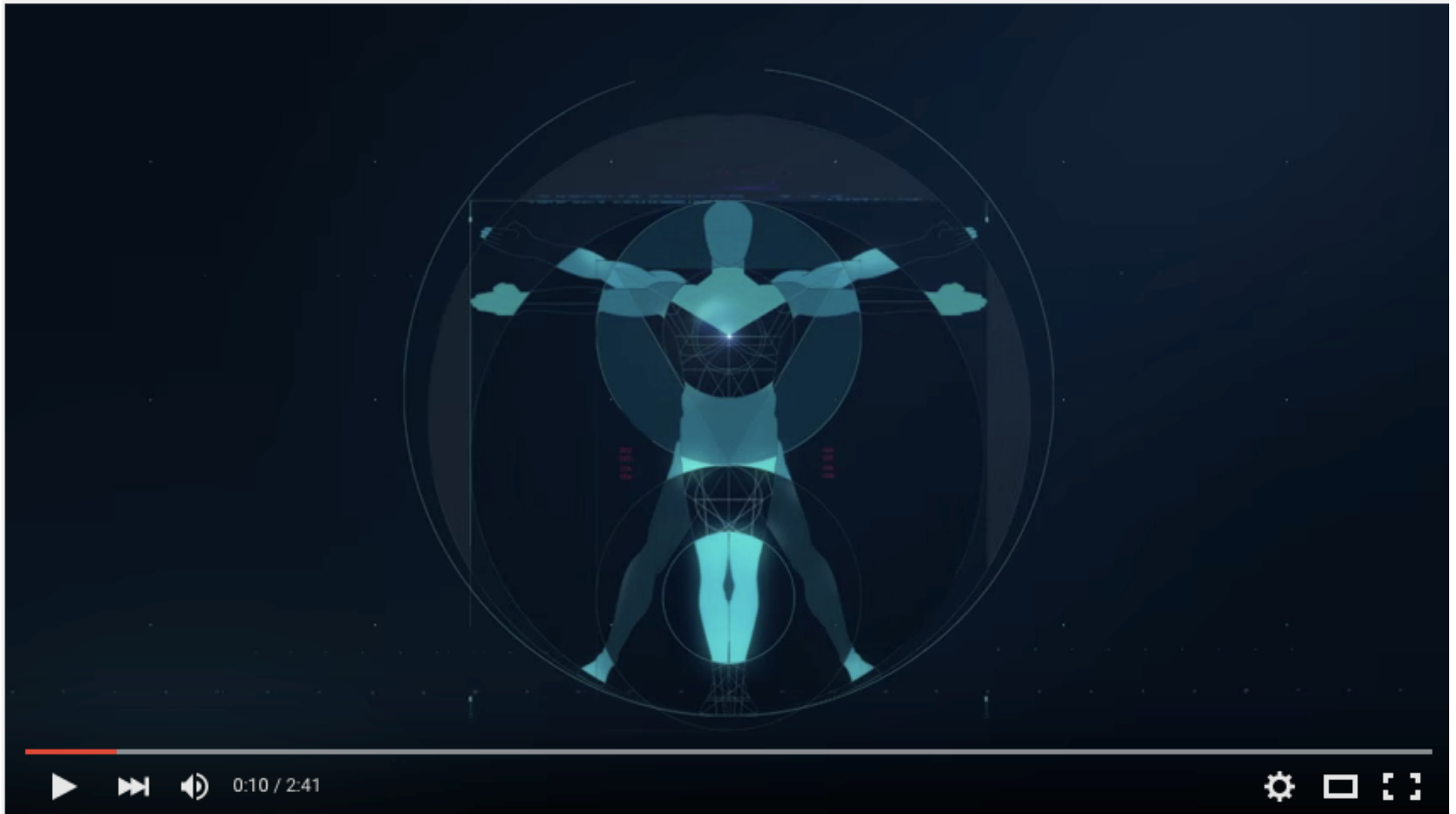
Introducing

SOCIAL LISTENING: CLINICAL RESEARCH



Human Face of Big Data

<https://www.youtube.com/watch?v=-ZKsqr2RUjw>



Clinical Research



Social Media: The New Clinical Research (And Marketing) Tool



Clinical Research



“There has been a huge increase in awareness of and engagement with clinical trials in the social sphere; in fact, according to data from health consumer insights firm Treato, over half of the 300,000 patient “

“Today, patients check in on the Internet and share their experiences about everything that is important to them, and health is a huge part of that. Clinical trials are no exception. Social media has opened the door for patients and researchers to understand what is happening in real-time within a trial.”

“While physicians remain the number one referrer to clinical trials, social media is also a huge area of opportunity to recruit participants. Through deep analytics that sift through millions of patient conversations online, one can learn a lot about and identify patients who are a potential fit and reach out to them. New segments of patient populations not considered previously may arise from such an analysis, expanding the pool of target individuals as well as impacting channel selection. “



Private vs. Public



AliciasArmy 

Member



Total Posts : 9

Reward points : 290

Joined: 8/26/2015

Status: **offline**

 **Re:My Super Awesome 36yo wife Dx 6/12 had BMX 8/21. Worried.** - Thursday, September 17, 2015 10:32 AM

 [Message Options](#)

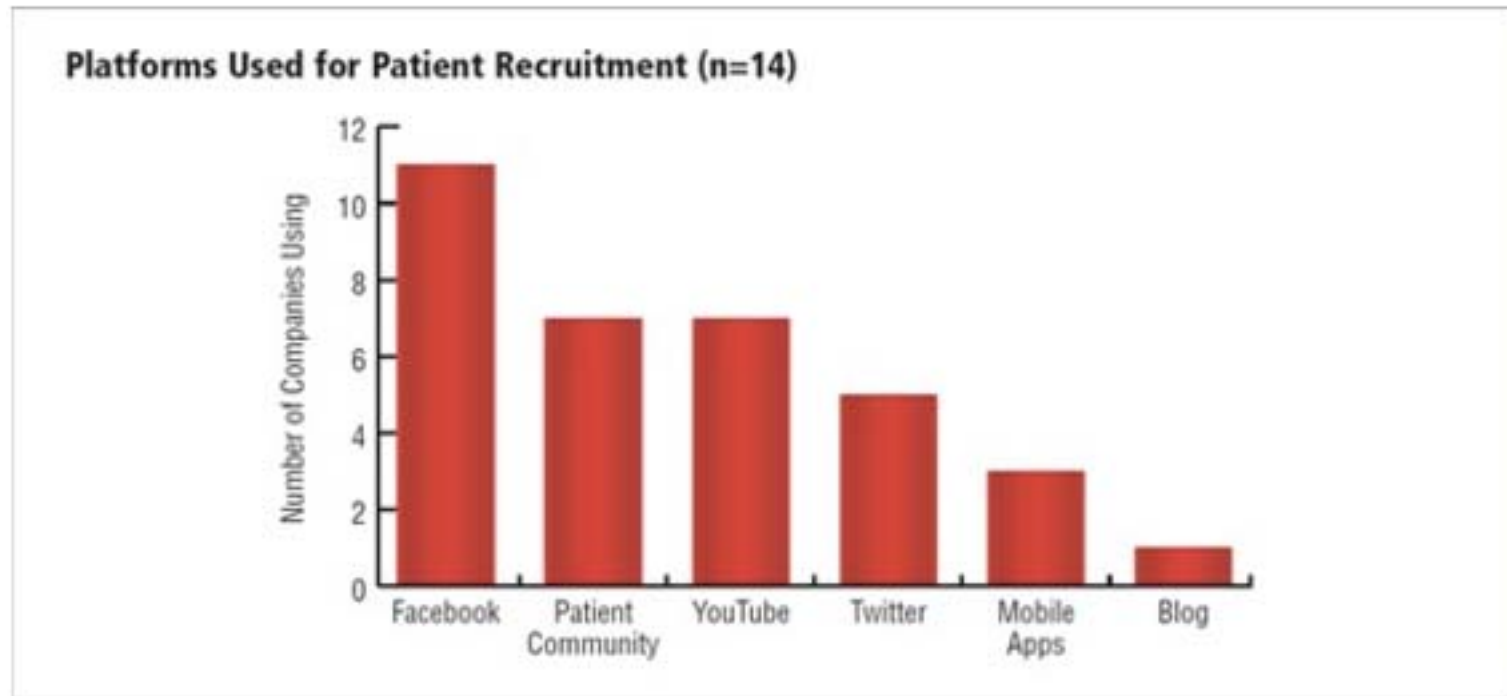
We just finished the IVF process. We are still awaiting word on how many embryos will make it to the freezing stage, but it's looking good so far. My wife starts chemo on 9/25. Not looking forward to that ordeal, but we are looking forward to continue to fight and get another item checked off the list.

My poor wife is going through so much. First the stress of the diagnosis and the prolonged wait because of all the stupid scans and lame doctors. Then we finally get to surgery, and she recovered quickly only to have a flurry of hormone shots for IVF plus the expansion of the breasts for reconstruction. I hate watching her get poked and prodded every other day. I know she is strong, but I feel like she is getting worn down from all of this. I know it's going to be a long year. We have been talking about taking a nice vacation when this is all over to keep on eyes on the prize.

I'm still in shock over this whole thing. Just last Spring she was the healthiest person I knew, and now she seemingly spends half her life at the doctors office. I know we will eventually get through this, it's just like nothing we've ever experienced. Every time she is on that doctors examination table I wish I could trade places with her.

Honestly, how hard will chemo be? We have contacted a naturopath to try and help her through it, but I am wondering what else I can do?

Patient Recruitment



Patient recruitment for clinical trials through social media is expected to grow, with **9 of 14** companies planning to increase adoption of social media to recruit in the U.S. and **5 of 12** planning to do so in Western Europe (Tufts, [TCSDD](#), 2014).

Based on company reports, social media are already being used for patient recruitment on an estimated **11%** of all trials globally where this activity is underpinned by some level of online media monitoring.



Private vs. Public



Breast Cancer Awareness

12 hrs · 🌐

"Just a few weeks before I turned 52 I found a lump in my right breast in the shower on the 05-05-15..A couple of days later I saw my GP and she said she didn't think it was anything to worry about (she called it a 'slippery mouse')..But she sent me for a mammogram and ultra sound then.. after two postponed core biopsies because of my skin condition HS I finally got that done ..Then on the 16th June 2015 I got told the Big C news, I was told it was Stage 2 Invasive Ductal & L... [See More](#)



👍 Like

💬 Comment

➦ Share



👍❤️😭 2.7K

[Top Comments](#) ▾



Private vs. Public

myBCTeam

The social network for
women facing breast cancer.

sign up for free

or sign up with

Facebook

We never share your personal information with anyone

Already a Member? [Sign In](#)



Q&A