HCP-Patient
Conversations

ZOOMRX

ZoomRx's Patient Conversation Research

Add real-world examples to your understanding of the *patient exam room experience*

Patient Experts

Patients are experts in living with their disease

- Discuss the patient experience with the words that they use

- Understand how patients articulate what is most important to them

- Make sure your patient's chief complaints are being addressed

Patient Engagement

Hear how patients are engaging with your product in the exam room

- How are doctors presenting benefits of your brand? Are drawbacks mentioned?

- How do patients respond to the doctor's messaging?

- How do patients decide among HCP options presented?

- Is access slowing prescribing?

Patient Centricity

Bring the voice of the patient into your organization

- Listen to key moments of truth

- Easily sharable audio clips bring life to your work

- Infuse more representation with authentic examples

- Tailored findings driven by the voice of the patient

Some of our offerings
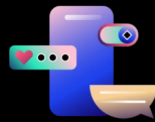
Customer engagement tracking

How can pharma optimize customer engagement?

Promotional Effectiveness Research

Digital Exposure Tracking

ZoomRx Media Digital: Digital CI & Online HCP Behavior

Enhanced market intelligence

How are customers being influenced beyond pharma engagement?

Conference Tracking & Market Intelligence

Social Media Analytics

HCP Profiling & Influencer Mapping

Patient-md recordings

How do customers truly behave when making real-world Rx decisions?

HCP-Patient Conversations

Integrated launch preparation & tracking

How can I centralize critical workstreams to ensure a successful launch?

Launch Performance Planning

ATUs

Patient Charts
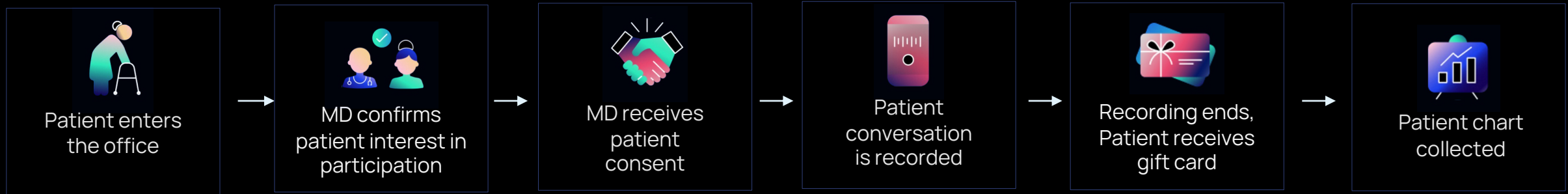
Promotional Effectiveness Tracking

Agile rt studies

How can I answer arising business questions in real time?

Rapid Turnaround Quant/Qual Research#

#Rapid Turnaround research encompasses TPP testing, demand studies / forecasting, segmentation, message / concept testing and many others

PARTICIPANT EXPERIENCE

Patient enters the office → MD confirms patient interest in participation → MD receives patient consent → Patient conversation is recorded → Recording ends, Patient receives gift card → Patient chart collected

ZoomRx collects and owns the *source data*

What does that mean for your team?

This is syndicated, and we manage:

- Data De-Identification
- GDPR & HIPAA-Compliant Data Storage and Hosting
- Conversation Ownership
- AE Reporting

We are actively pursuing local EU partners

ZoomRx Advantages vs Verilogue

Benefits of an Insights-First Approach

Prospective Fielding

ZoomRx collects conversations targeting only specific, relevant conversations at key moments of truth in the patient journey

Selective Recruiting

ZoomRx obtains conversations involving specific therapies, patient populations, and prescribers with the ability for prescriber follow up

Custom Platform

The easy-to-navigate web portal is refreshed in almost real time as conversations occur. Custom analytics by a dedicated team visually highlights key findings

Thematic Analysis

ZoomRx consultants extract the "SO WHAT" behind conversations; learnings are organized into thematic recommendations anchored to particular KBQs

What you *get*

Deep Insights

A comprehensive report that contextualizes all the findings and implications for your brand

Access to conversations

A secure portal where you can listen to recordings and

view transcripts

What will you *learn?*

What are product differentiators?

A doctor introduced Sotyktu as an oral option with efficacy on par with biologics
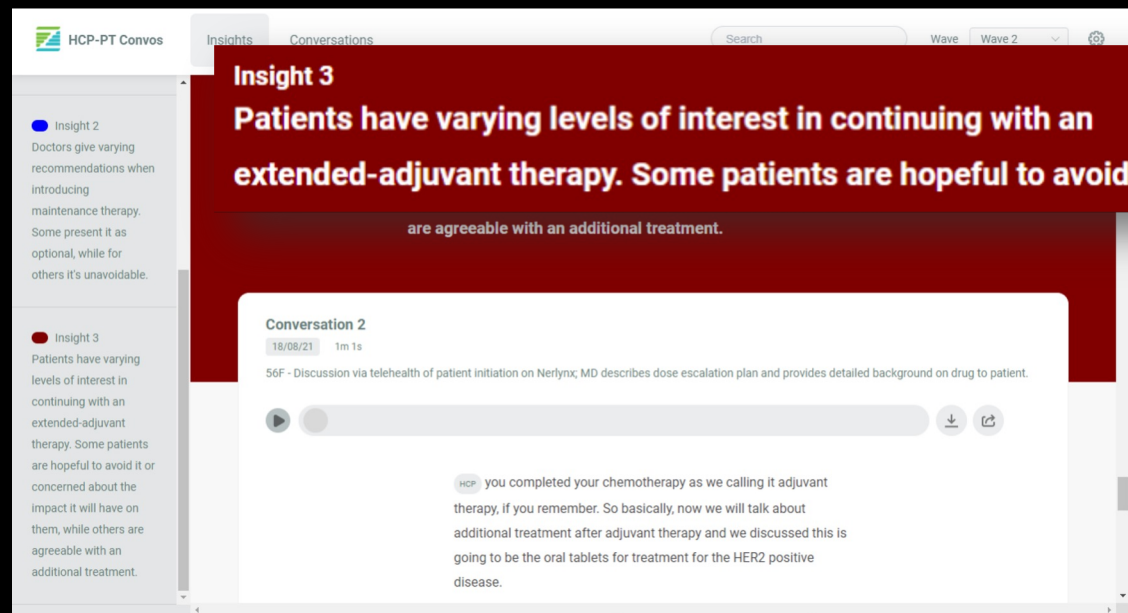
M D There are these biologics, there are these injectable medications that have been out for probably almost 20 years now. But there is a new medication that came out that's called Sotyktu, it's an oral medication you take once a day and it's pretty, it's pretty effective.

Patient: Okay, yeah I'd like to try that.

Get a first-hand look into prescribing dynamics at the final touchpoint

Access the recordings and transcripts in a secure web portal with dynamic analytics highlighting *points of interest*
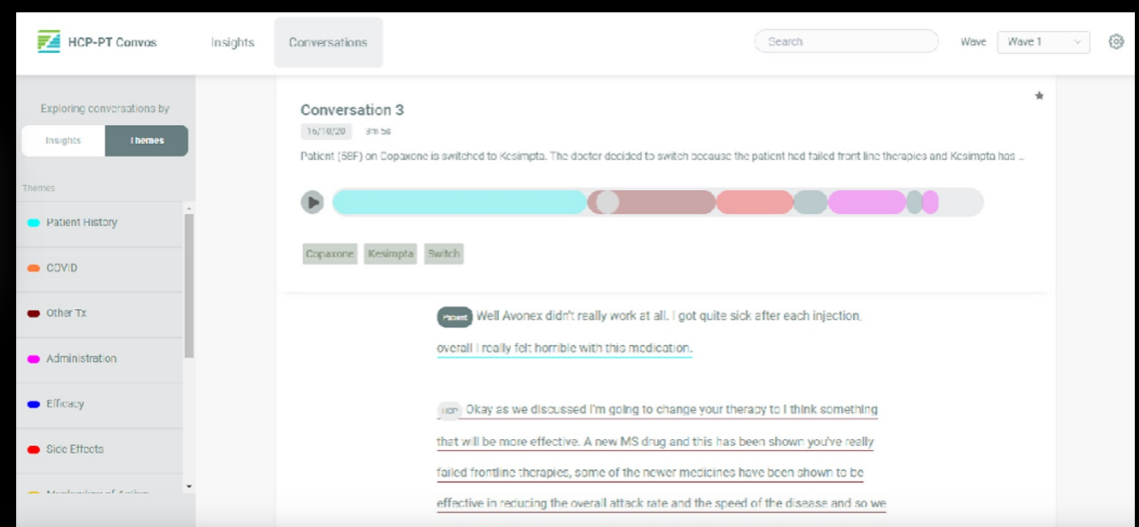
How do doctors involve patients in the treatment selection?

Insights
Highly relevant quotes compiled across conversations

Themes
Topics overlaid on the transcripts for fast visual navigation of the dataset

Introducing *Ferma Search* to HCP-Pt Conversations
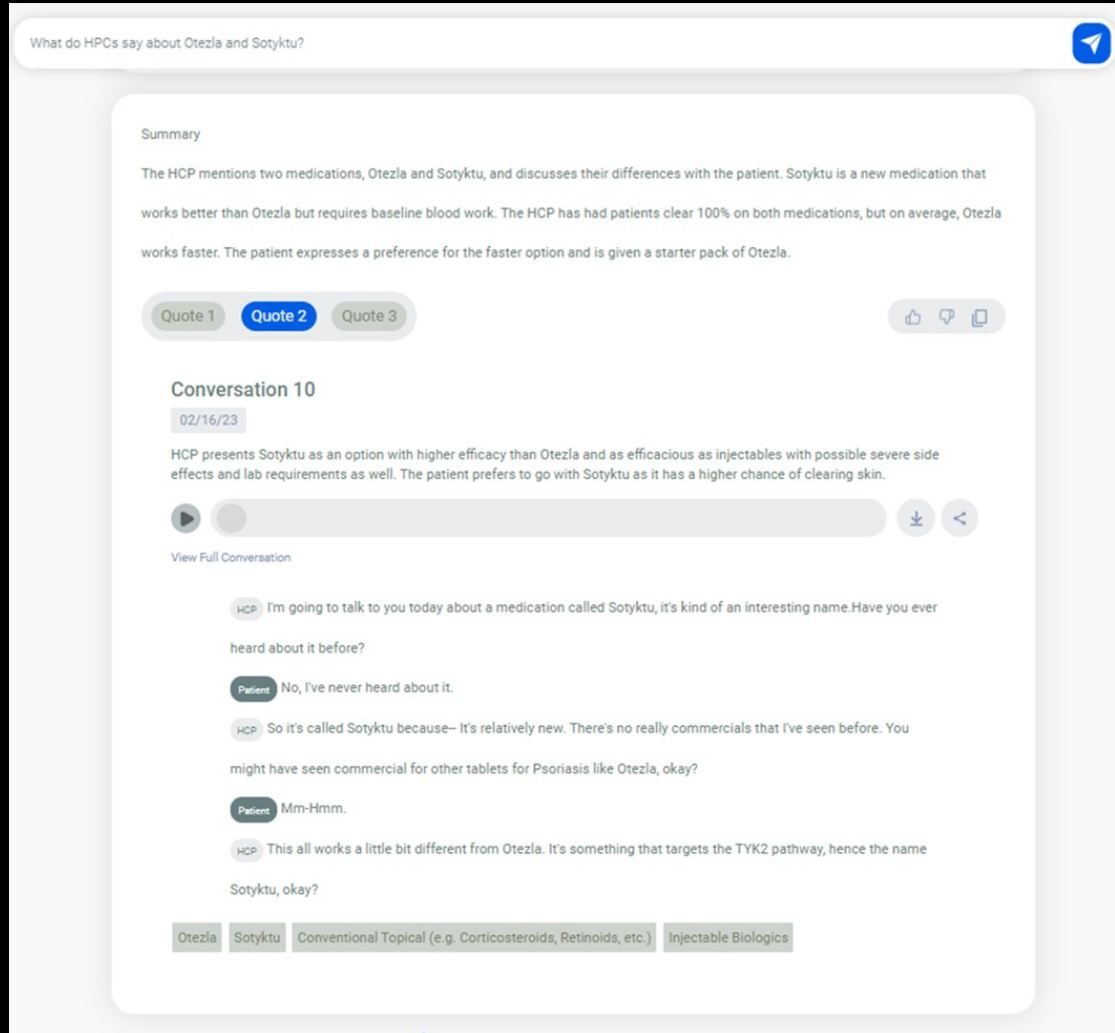## AVAILABLE IN ALL PROJECT WEB PORTALS

THE WHY

THE HOW

Context

Qualitative data is a crucial tool for life sciences organizations to gain insight into the perspectives and experiences of their customers.

Challenge

The process of analyzing qualitative data can be a time-consuming and labor-intensive process, making it difficult to extract meaningful insights and actionable information

Solution

Ferma Search can be leveraged to streamline the analysis of clinical audio recording by using natural language processing to parse through large amounts of data to identify key themes and topics.

Natural Language Input

No longer limited by keyword search, the integration of LLMs allow for broader searches of your datasets and more accurate results

Smart Summary

A synthesized summary of the results guides the viewer through the examples for faster parsing and evaluation of examples

Real quotes

Real world examples from the dataset include relevant sections of transcript along with audio and direct links to the full source conversation

Instant export and share

Download audio and text straight to a ppt slide or generate a shareable URL

Get in touch

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