

Social Listening Research and POV

COVID-19

August 2020 Update



COVID-19 Social Conversations: Key Findings + Opportunities

Listening Period: August 1st, 2020 – August 31st, 2020 [U.S. only]

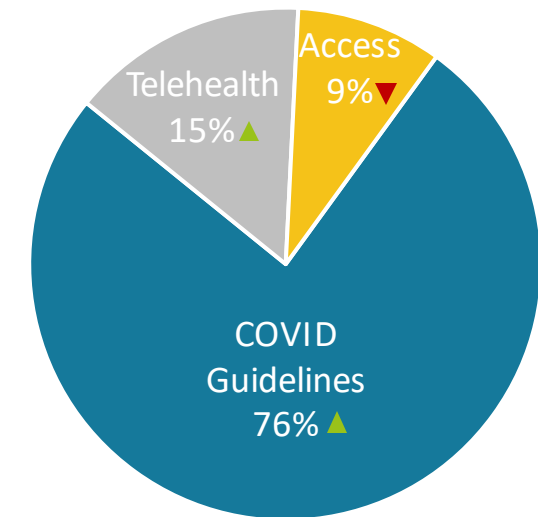
• Key Takeaways:

- Telemedicine has become a mainstay - allowing patients to access HCPs more easily, allowing HCPs to see more patients, and enabling patients to access specialists that may be geographically distant
 - Also brings challenges to patients with low digital literacy and/or access to necessary technology
- As drug manufacturers face supply chain disruptions due to the pandemic, reliable patient drug supply continues to be in jeopardy with the addition of delivery delays from mail-order prescriptions affected by the USPS delivery protocols
- With regulations and recommendations from federal agencies continuing to be inconsistent, specifically around testing if potentially exposed to COVID-19 but not experiencing symptoms, both HCPs and consumers sought clearer guidelines

• Opportunities

- As healthcare transitions online, ensuring all resources (e.g., doctor discussion guide) are available online and digitized for easy use (e.g. fillable forms, easily searched) is key. Creating best practices for HCPs to navigate this digital landscape could assist this transition.
- Creating and distributing best practices for at risk patients susceptible to COVID-19 as Federal and local guidelines shift

COVID-19 Trending Topics Across Disease States



Disease states include: Oncology, Respiratory, Vascular, Rare Disease, Mental Health, and Autoimmune

Social Listening Research and POV COVID-19

Disease State Analysis



COVID Testing + Therapies

As the federal guidelines continued to change, both HCPs & Consumers criticized the ongoing efforts to control the pandemic – pointing to a need for clearer testing regulations and vaccine production updates



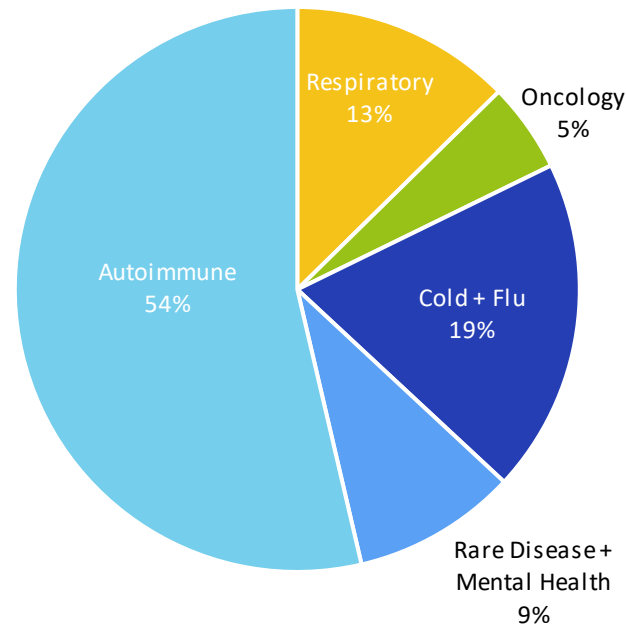
HCP Insights:

- Voiced frustrations with some officials undervaluing the need for widespread testing, comparing it to HIV testing being the cornerstone of HIV prevention
- Criticized the FDA's promotion of convalescent plasma for COVID-19 treatment, as it has not been used to treat any infections currently & the data was from a study that had yet to be peer reviewed
- There was uproar around the CDC's new COVID-19 testing recommendations, questioning if the decision was supported by data & facts.



Consumer Insights:

- Shared their support for California Governor's announcement of the state's COVID-19 testing capacity expansion, adding 150K tests per day & guaranteeing 24-48 hour turnaround for results
- An outspoken population shed doubt on the efficacy of a vaccine, questioning the need for one when there isn't an HIV vaccine
- Questioned if COVID-19 testing would be covered by health insurance providers as CDC testing guidelines say people exposed to coronavirus may not need to be tested if they are not exhibiting symptoms.



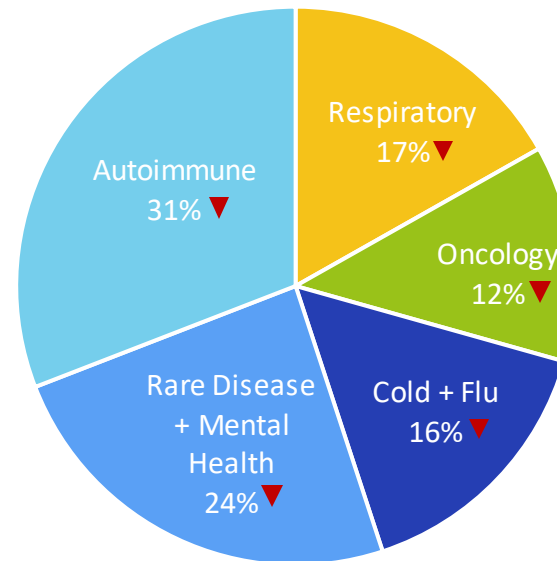
Access to Medication + Healthcare

Global supply chain issues and delays at the USPS have healthcare professionals and consumers experiencing treatment disruption or insecurity



HCP Insights:

- Advocated for mail-order prescriptions, sharing cases of patients having to seek emergency care due to medication not arriving on time
- Questioned the out-of-pocket cost for insulin, pointing to financial accessibility concerns if patients drug supply by mail is delayed
- Shared concerns for drug availability caused by supply chain interruptions caused by the pandemic, from manufacturing capacity to patients having to travel to acquire medications



Consumer Insights:

- Patients and caretakers shared their fear of medication delays due to new USPS protocols, limiting their independence and risking treatment plans adherence
- Voiced frustration with access to hydroxychloroquine, blaming the current administration for stockpiling doses necessary for lupus patients
- Questioned the ramifications of an ACA repeal, specifically if COVID-19 patients would lose health insurance if it was classified as a pre-existing condition

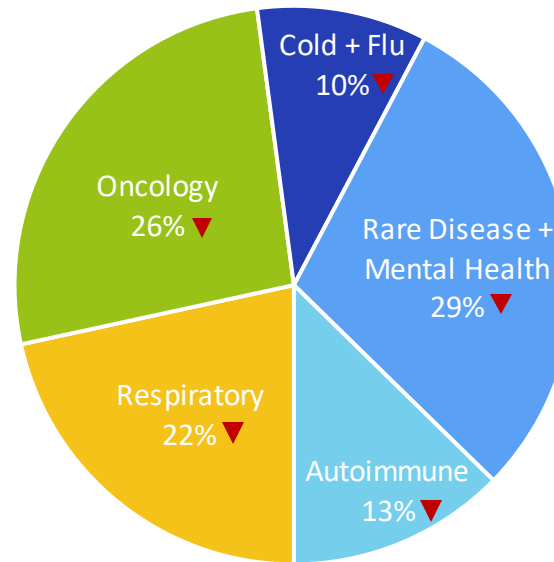
Telemedicine

Telemedicine is now a mainstay of care, with HCPs able to see more patients per day. However, with increased adoption, users are noting barriers including internet access, lack of digital literacy, and what types of care are possible



HCP Insights:

- Support for telehealth options continued to grow as providers can see a high volume of patients in a shorter period, pointing to the need for expansion well after the pandemic is over
- Expressed the need for digital literacy efforts amongst more vulnerable populations, such as older patients
- Oncologists across the country discussed ethical concerns raised during the pandemic at an ASCO event, showing the adaptability of HCP collaboration & the opportunity for virtual conferences to still be as informative as in-person alternatives



Consumer Insights:

- Overwhelmingly supported the need for the expansion of telehealth, but pointed to its limitations – such as adequate physical assessments for those with chronic conditions and prescribing limitations
- With the merger of Teladoc & Livongo, some shared the difficulties of enrolling into chronic care management programs
- Some patients shared their frustration with certain providers being slow to adapt to telemedicine operations, such as delayed diagnostic testing and trouble filling out digital forms

#ASCO20 Virtual Education Program (August 8-10)

Oncologists at ASCO are taking a holistic look and adapting to the impacts of COVID-19 in terms of ethics, effect on patients, and training



ASCO 2020 Virtual Education Program COVID-19 Discussion (N=537)

During ASCO's 2020 event the society held roundtables on a variety of COVID-19 topics:

- **Ethical Issues in Oncology raised during the COVID-19 Pandemic**
 - Debated whether COVID-19 is worth risking for surgeries or prioritizing patients because of limited PPE
- **COVID-19 Registry Roundtable**
 - Looking at the patterns of symptoms and severity of COVID-19 among patients with cancer
- **The Impact of COVID-19 on Fellowship Training**
 - How to create hallway conversations between trainees and staff virtually
 - Ways that virtual training has put a spotlight on mentorship

Top RT Ethics Post

"Loving Dr. Katie Spector-Bagdady, JD & #ethics scholar, highlighting #racism's impact on #pandemic. Notes that 14% of their pop is Black, but Black pts are 41% of those admitted for #COVID19. Impressive & consistent focus of @UMich. @UMRogelCancer on #HealthInequalities."

Top RT Registry Post

"Listening to @tmprowell @rschilsky @marinagarassino @LGM_Biostats @hemoncwarner at #ASCO20 discussion on the POWER and PRECAUTIONS of any #COVID19 registry effort!"

Top RT Fellowship Post

"#ASCO20. We're kicking off day 3 with a Fellowship Program Directors' Roundtable discussing impact of #COVID19 #pandemic on trainees' experience: redeployment to address surge, abrupt adoption of #telemedicine, & need to transition #MedEd & #mentorship to a virtual platform."



Top HCP Contributors



Dr. Tatiana Prowell

Oncologist and Associate Professor of Oncology at Johns Hopkins. Scientific liaison at the US FDA.
Followers: 24.4K **Post Activity: 52**



Dr. Jon Marron

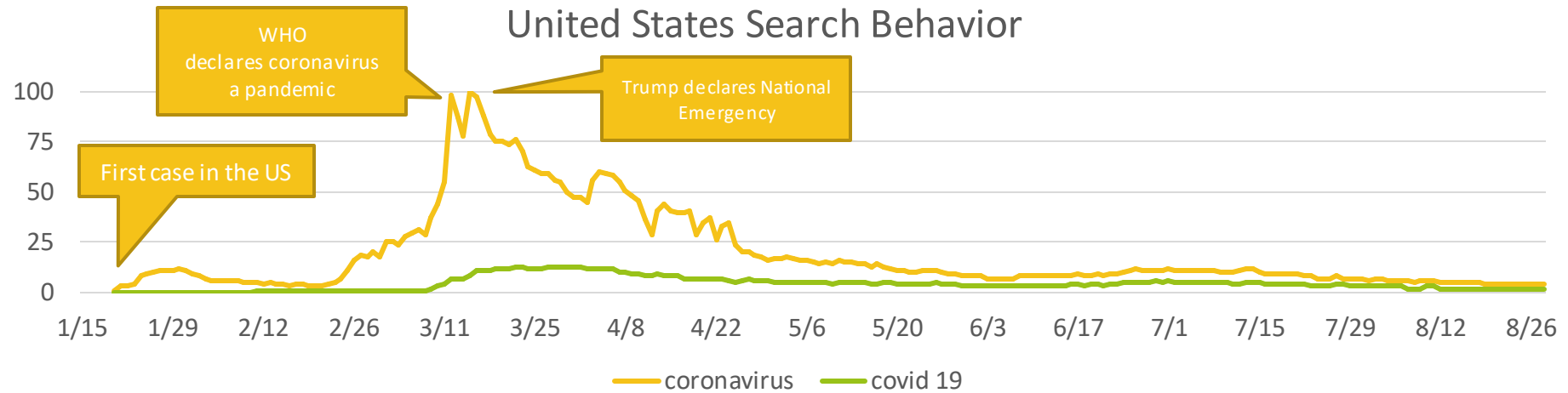
Pediatric Oncologist at Boston Children's hospital. Pediatrics instructor at Harvard Medical School.
Followers: 1K **Post Activity: 42**



Dr. Nazli Dizman

Resident at the Yale School of Medicine with an MD from Ege University School of Medicine
Followers: 1.5K **Post Activity: 29**

How COVID-19 pandemic has impacted search behavior



- Interest in homeschooling and distanced education searches have started to emerge as the school year approaches
- Coronavirus followed by individual state searches continue to trend as areas around the country have seen surges. Top states searched Florida, California and Texas

Recommendation:

- Brands should create educational patient support information and continue to address new topics related to COVID-19 as they appear
- Continuing to optimize any new content for both phrases will help capture synonymous searches and prepare your site for shifts in behavior if they happen

COVID-19: Verbatims – Access to Medication + Healthcare



HCP verbatims

Internist

“In a sample of privately insured pts with T1D, mean out-of-pocket spending was \$2500 I am grateful that my husband with #T1D doesn’t have to worry about affording copays for insulin and supplies but you shouldn’t have to be married to a Dr to afford your insulin #insulin4all”

Registered Nurse

An #AmericanVeteran in My Rural #Iowa town was rushed to the Hospital 2 days ago in a #DiabeticComa due to his Insulin NOT arriving on time from the #VA via #USPS. He went without His Insulin because He could NOT afford the out-of-pocket at the Pharmacy. His Insulin Costs \$800.

Oncologist

“Healthcare access: 98% workers in labor unions have access to employer-provided insurance vs 68% American workers not in a union. They also have lower premiums, out-of-pocket costs and a better array of providers to choose from.”

Consumer verbatims

Lupus Patient

“As someone #ImmuneCompromised, w multiple #chronicillness, the #USPS has been a vital cog in the wheel for maintaining independence & access to services,esp now #COVID19 #lupus #medication #wellness products,etc.. Save the USPS - Sign Petition!”

Caretaker

“I used 2 care for a friend who was a veteran & got all his medication sent to him by USPS. He had medications that he could not miss or risk having a heart attack or stroke. He had diabetes and relied on insulin and other drugs.
SLOWING DOWN THE POSTAL SERVICE WILL KILL VETERANS.”

Lupus Patient

Trump & his Administration stockpiled MILLIONS of doses of #Hydroxychloroquine because they claimed efficacy for Covid-19. These are LIES. What is TRUE: patients like myself with Lupus & other diseases that DEPEND on this medication have suffered shortages & have gone without.

COVID-19: Verbatims - Telemedicine



HCP verbatims

Registered Nurse

"I referred someone from PA to you today who is diabetic and looking for a low carb doctor. The only low carb doctor in our area with direct primary care has a waiting list. I love the new telemedicine options people have today. Hope it works out."

Thoracic Oncologist

Hopefully, telehealth can improve access. With the current models, you could see almost any thoracic oncologist in the country! #LCSM

OBGYN

"...Livongo's continuous engagement for diabetes, heart disease and other conditions could fill in gaps between telehealth visits, and serve as a source of referrals."

Consumer verbatims

Caretaker

"My grandfather doesn't mind the wait on the pills. The telehealth is what annoys him. He's 73 and there's no way you can tell me a yearly physical over telehealth is adequate when he's had prostate cancer and several joint replacements, and diabetes"

Asthma Patient

"Tomorrow makes telehealth appointment #3 for my goldfish-capacity lungs (asthma), because my doctors don't want me (high risk) to go in for a proper examination. People who are dragging out this pandemic are literally preventing me from getting necessary medical care."

Encephalitis Patient

"TeleHealth sounds great, but some exams can't be done that way. Had a Neuro appt w/no real exam. 90% sure I was relapsing, but the office is so disorganized that (3 mos later) the MRI I need still hasn't been scheduled & blood work only got ordered bc of the specialty pharmacy."

How we can support you during this time:

CMI/Compas Social Listening:
**customized
reporting
for your
needs**

Brand + COVID-19 Analysis

Deep-dive analysis of your brand and COVID-19 conversations to uncover trending topics and continue to help you make the most informed decisions during this time.

Please reach out to your CMI/Compas Social Media or Media Lead if you are interested in a custom analysis for your specific brand and needs. Previous insights reports and a fact sheet about the importance of social listening for your brand are also available. For additional news updates, sign up for our daily Scoop email at [this link](#).