

Social Listening Research and POV

COVID-19

September 2020 Update



COVID-19 Social Conversations: Key and Evolving Findings

Listening Period: September 1, 2020 – September 30, 2020 [U.S. only]

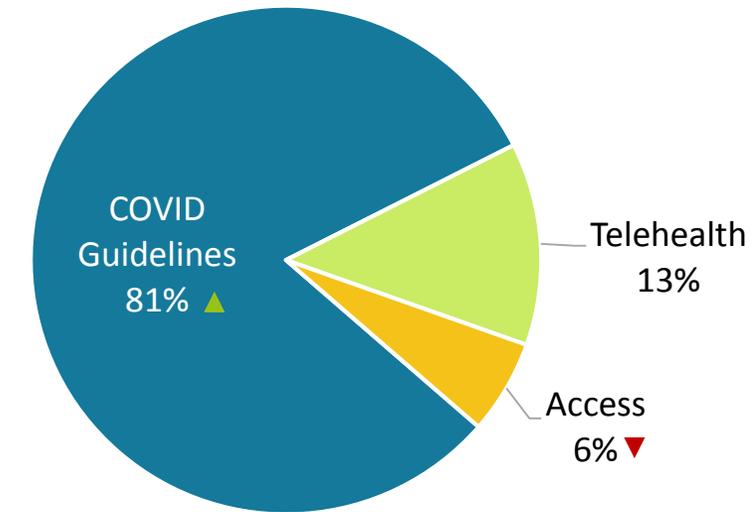
- **Key Takeaways:**

- As many parts of the country begin to reduce restrictions for in-person classes & indoor dining, the push for flu vaccinations is more important this year than before to help reduce cases and allow healthcare providers streamline diagnosing COVID-19
- To streamline the Expanded Access request process, the FDA unveiled the eRequest online app that walks physicians through step-by-step how to determine if expanded access of an investigational product
- As both Congress & the White House shared legislation aimed to support the country through additional pandemic aid and drug pricing regulation, both HCPs & consumers were left confused how effective or enforceable the policies would be
- Healthcare providers & consumers alike continued to share their support for the expansion of telemedicine for its convenience and time efficiencies, allowing providers to see more patients and consumers to miss less time at work or school

- **Opportunities**

- As flu season quickly approaches, brands should support HCPs with discussion guides to help debunk common myths surrounding vaccination and work to develop or support HCP resources aimed at reducing an already strained healthcare system, which could become a “twindemic”
- Innovative approaches to sponsorship during virtual conferences, such as virtual booths, is vital for brands to remain involved in real time, and brand presence can be expanded through other digital channels, such as live events on social

COVID-19 Trending Topics Across Disease States



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

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Disease State Analysis



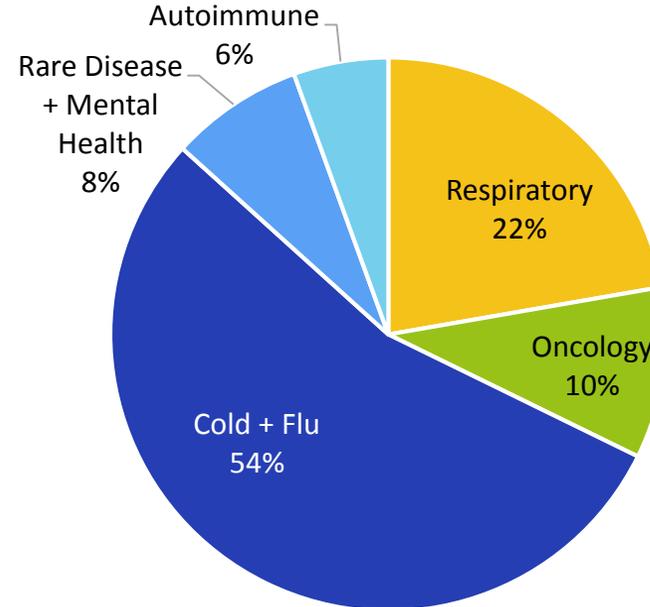
Opening Back Up

As more spaces, from schools to restaurants, return to welcoming more people for in-person service, HCPs and consumers shared their concerns of 'returning to normal' with less COVID restrictions for the upcoming flu season



HCP Insights:

- As schools return to in-person classes, HCPs shared their concern with new cases of COVID-19 surging as flu season approaches
- The push for flu shots was made more imperative this year to help HCPs eliminate flu from COVID-19 diagnostic testing
- Physicians joined Public Health agencies in sharing how to know the difference in symptoms of cold + flu versus COVID-19



Consumer Insights:

- An outspoken population continued to push for reopening more schools, citing higher death rates from flu but schools continued to operate at normal capacity
- Some discussed the higher death rates among those with pre-existing conditions, pointing to an otherization of those directly affected by the virus
- CDC data came into question as it was reported that top White House officials pressured the agency to play down the risk of sending children back to school

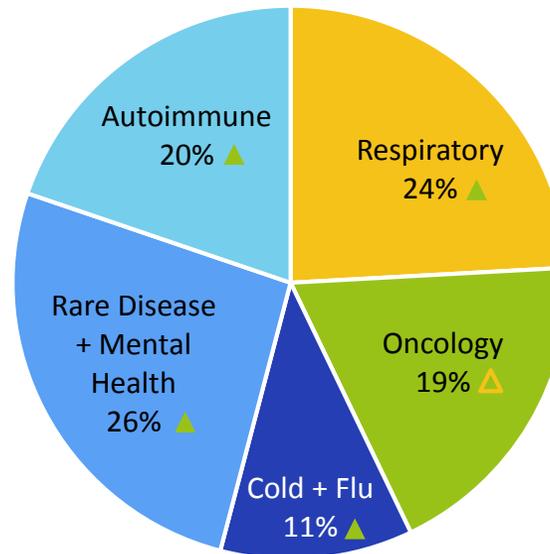
Access to Medication + Healthcare

HCPs & consumers are driving legislative action, with uncertainty around how effective or enforceable legislation will be



HCP Insights:

- Submitting Expanded Access requests to the FDA has become easier with the eRequest online app that shows step-by-step for non-emergency use of investigational products
- Access to rheumatic care through an additional CARES Act was promoted as physicians & advocates met with legislators to #Act4Arthritis
- At ESMO 2020, HCPs shared racial & ethnic disparities in access to treatment where minority cancer patients were more likely to contract COVID-19 and worsen outcomes



Consumer Insights:

- Questions surrounding the current court battle to repeal the ACA continued, with some worrying that COVID-19 may be considered a pre-existing condition, as well as the possibility to lose healthcare coverage in the midst of the pandemic
- A new Executive Order from the White House entitled “Lowering Drug Prices By Putting America First” was supported by some, but many questioned how it would be enforced

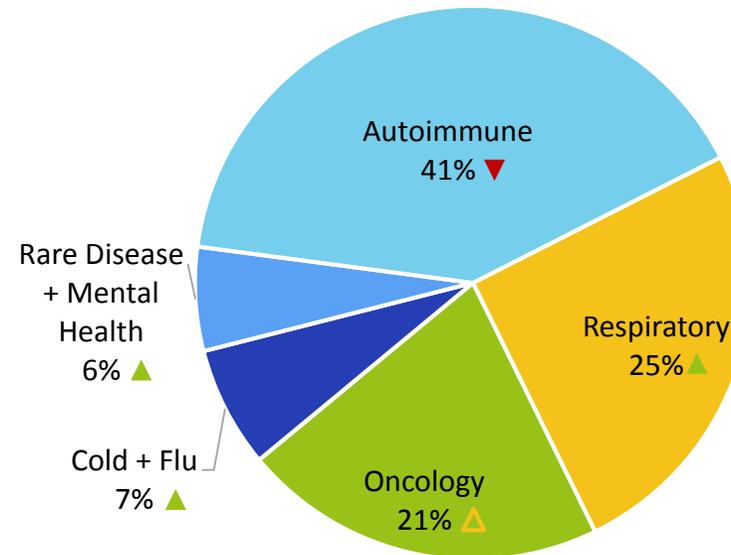
Telemedicine

As telemedicine continues to expand, consumers praised its convenience while healthcare professionals continue to push for improvements to allow for easier integration into their record systems



HCP Insights:

- Oncologists discussed their adaptation to telemedicine, including a rapid rollout of telehealth options for cancer patients
- Many shared ideas for improvement of the technology, such as telehealth platforms being fully integrated with electronic medical record systems
- ESMO's Congress allowed 30K HCPs from 150+ countries to virtually discuss the latest developments in improving cancer patient care, highlighting their adaptability to collaborate regardless of distance



Consumer Insights:

- A recent survey of Americans showed a dramatic positive shift in attitude towards telehealth visits since the beginning of the pandemic
- Patients appreciated the convenience, noting the reduction of lost time from work, school, and other responsibilities
- Patients shared that telehealth visits allowed them to limit out-of-pocket spending on nonmedical costs, such as transportation & childcare

ESMO 2020 & COVID-19 Discussion (Sept 19-21)

This year's ESMO virtual conference dealt holistically with COVID-19's impact on the professional and patient community and included Dr. Anthony Fauci as the opening keynote speaker



ESMO Topic Discussion (N=471)

During ESMO's 2020 event topics ranged from the direct effects of the illness on cancer patients, availability of treatment for patients, and burnout among professionals:

- Findings for Cancer Patients with COVID-19 (N=125)
 - Discussion of what treatment modalities were impacted, how they adapted, and what this meant for outcomes
- Disparities in Care During COVID (N=51)
 - Referenced findings of an article that found that infection in minority populations increases the risk of cancer patients developing COVID and worsening outcomes through treatment delay
- Dr. Anthony Fauci Opening Presentation (N=20)
 - Presented information on public health and scientific challenges brought on by the pandemic

Top RT Discussion Anthony Fauci

"Caught up on Dr. Fauci's talk from opening presentation. Great overview of the epidemiology, testing, treatments, vaccines and the future.

Looking forward to hosting him #COVID19 and #Cancer Conference #ESMO20#"

Top RT Disparities in Cancer Care

"Disparities in Cancer During the COVID-19 Pandemic: a tweetorial on behalf of the #CCOS investigators #ESMO20 #COVID19 #Disparities <https://t.co/4SvjK4Xyxp>"

Top RT Cancer & COVID-19 Risk

"1/ Remarkable #Cancer & #COVID19 Talk #ESMO20 by Drs. Grivas (Warner, & Khaki) to confirm the main clinical risk factors of our @TheLancet paper with greater stats power (N=3,899), f/u data. Now allowing for exploratory lab analysis. Full credit #CCC19 team <https://t.co/V1LIoNG8E3>"



Top HCP Contributors



Dr. Gilberto Lopes

Cancer Doctor and Researcher, Faculty @SylvesterCancer @UnivMiami

Followers: 30.2K

Post Activity: 50



Dr. Toni Choueiri

Chief, GU Oncology @DanaFarber. Kohlberg Prof. of Medicine

Followers: 11.9K

Post Activity: 21



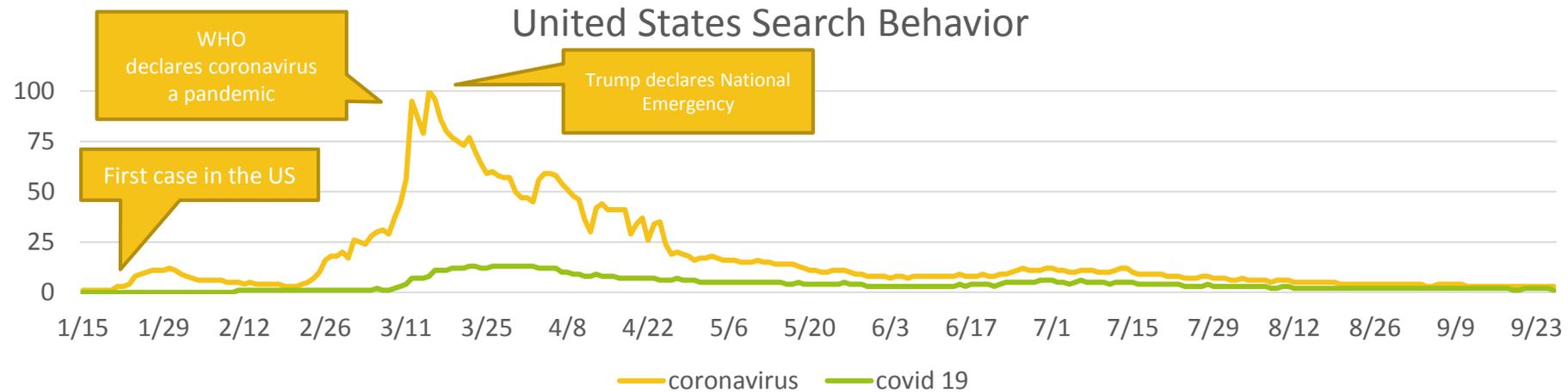
Dr. Ziad Bakouny

Postdoc GU Onc Research Fellow @DanaFarber | @USJLiban alumnus | @ASCO #JCOCCI Editorial Fellow | #CCC19 Member |

Followers: 2.9K

Post Activity: 20

How COVID-19 Pandemic Has Impacted Search Behavior



- Symptom searches have remained relatively stable - fever and sore throat remain the most heavily searched, followed by shortness of breath
- Restaurant searches have surged following lifted restrictions in some states – with outdoor dining searched more frequently than indoor (67% vs. 33%)

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



HCP verbatims

Physician

“As predicted, new cases of [#coronavirus](#) are surging yet again just a few weeks after schools reopened for in-person classes. *23* states now have “uncontrolled spread” of the virus. As flu season approaches, things will get WORSE. [#COVID19](#)”

Pediatrician

“It’s a gut punch to think of 8000 of my patients in rural Michigan...who will lose health insurance if the [#ACA](#) is struck down by [#SCOTUS](#)...”

Gastroenterologist

“One key issue this doesn’t address is throughput. Much harder to develop patient flow in a virtual office than a physical office. Might come with time, but not there yet at least in my office.”

Opening Back Up

Access

Telemedicine

Consumer verbatims

Caretaker

“Yeah for some reason the media isn’t reporting on the long term effects from covid. My mom was in ICU for weeks with covid and now she’s living off oxygen and was diagnosed with pulmonary fibrosis. She’s out of the hospital now and back to work but she gets exhausted very quickly”

HIV Advocate

“HIV treatment saves lives & prevents new transmissions ([#UequalsU](#)). The failed federal COVID-19 response has led to millions of people losing their insurance & access to meds, many of whom are Black & Brown. We must protect access to healthcare to end the HIV epidemic. [#AIDSWatch](#)”

Lupus Patient

“A3: I have been able to stay updated with my pain management physicians and my psychiatrist thanks to them having tele-health options available. I don’t think it’s safe for me to make in-person health visits at this time. [#LupusChat](#)”

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](#).