

CASE STUDY

# Social Media Listening Research

Evaluating Patient Experiences in  
Dry Eye Disease (DED)

Therapy Area **Ophthalmology**

Scope Markets  
**Global**

Team Specialization  
**Competitive Intelligence**

## RESULTS

- Patients with DED experience a wide range of emotions, including frustration, anxiety, and depression. Many patients describe DED as a 'burden' and feel that it negatively impacts their quality of life
- Common symptoms of DED include dryness, redness, itching, and sensitivity to light. Patients also report difficulty with reading, using computers, and driving
- Patients express dissatisfaction with current treatment options, citing limited effectiveness, side effects, and inconvenience
- Patients are seeking more natural and holistic treatments for DED, such as dietary supplements, lifestyle changes, and alternative therapies

## CLIENT OBJECTIVE

- Understand patients' emotional experiences and attitudes towards DED
- Identify common symptoms and challenges faced by DED patients
- Evaluate patient satisfaction with current treatment options
- Identify unmet patient needs and areas for improvement in DED treatment

## METHODOLOGY

eQuantX uses a social listening tool to track mentions of DED on social media platforms such as Twitter, Facebook, and Instagram. The tool allows the company to monitor conversations, hashtags, and keywords related to DED and filter the results by date range, location, and language. To ensure the research is ethical and respectful of patients' privacy, eQuantX anonymised all data and does not collect any personal or identifying information

## OUTCOMES

- Develop a patient-centred messaging campaign that acknowledges the emotional impact of DED and emphasizes the importance of seeking treatment
- Expand the range of symptoms targeted by the new treatment to address patients' multifaceted needs
- Improve the convenience and ease of use of the new treatment to enhance patient compliance and satisfaction
- Explore the potential of natural and alternative therapies as adjunct treatments for DED

## About eQuantX

eQuantX Pharma Analytics Solutions is a leading provider of research and consulting solutions for life science companies, including those in the pharmaceutical, biotech, and med tech industries. Our specialization lies in delivering cutting-edge research and analytics solutions through a distinguished team that includes experienced therapy area specialists, researchers with domain expertise, pharmacists, data scientists, and software developers. This positions us at the forefront of the digital transformation within the pharmaceutical and biotech sector. Committed to driving innovation and delivering tangible results, our extensive service offerings span a spectrum of capabilities which include providing support to global pharma companies in competitive intelligence, market access, pricing and reimbursement support, asset valuation and forecasting, data analytics, patient analytics, HEOR, and real-world evidence generation support. With a global presence, our strategically located delivery centers in Gurugram and Bangalore, India, and Essen, Germany, ensure accessibility and collaboration with our clients. Additionally, we maintain a dedicated sales team in the United States. At eQuantX, our mission is to equip pharma leaders with the tools and knowledge needed to navigate the complexities of healthcare.

To know more, write to us at [corporate@equantx.com](mailto:corporate@equantx.com) or visit us at [www.equantx.com](http://www.equantx.com)

