

Presentation

Fabio Rinaldi, Philipp Kuntschik, Gottowik Jürgen, Mathias Leddin, Raul Rodriguez Esteban, Albert Weichselbraun, Tilia Ellendorff, Nico Colic, and Lenz Furrer

MedMon: Social Media Analytics for a Healthcare Application

Abstract:

We present MedMon, a collaborative project supported by InnoSuisse, focused on the analysis of social media to capture the exchange of biomedical information among providers, patients, scientists, pharmaceutical companies and other healthcare stakeholders.

The project aims at developing a text analytics platform specifically tailored to social media and to be used within a major pharmaceutical company. Two application scenarios under consideration are described below:

1. Clinical trials only capture parameters predefined in protocols. Through social media it is possible to gather patient discussions on disease burden, co-morbidities, quality of life and activities of daily living to identify aspects not covered by trial protocols to reduce potential study burden for patients.
2. Emerging information relevant to different disease areas needs to be monitored, filtered and aggregated, however patient blogs, social media and news channels cannot be queried systematically with existing tools. MedMon aims at providing more efficient means to query these data sources. Using social media analysis to gain improved patient insights has the potential to save significant amounts of resources in the process of drug development, and improve patient outcomes measures.

The project partners have developed a fully functional prototype of the analytical platform and are researching technical advancements to refine the accuracy of the delivered results.

Biography: Fabio Rinaldi is a senior researcher and lecturer at IDSIA, Lugano, and at the Institute of Computational Linguistics, University of Zurich. He leads a research group focusing on biomedical text mining (<http://www.ontogene.org/>). Currently he is principal investigator in an SNF project and in an InnoSuisse project, and partner in several other projects. He has more than one hundred publications, and long experience in the presentation of research results.

Organization: University of Zurich, HTW Chur, and Roche

Contact: fabio@ontogene.org, Philipp.Kuntschik@htwchur.ch, furrer@cl.uzh.ch, juergen.gottowik@roche.com, mathias.leddin@roche.com, ellendorff@ifi.uzh.ch, colic@ifi.uzh.ch, raul.rodriguez-esteban@roche.com, Albert.Weichselbraun@htwchur.ch