

WEB-RADR Products for Social Media Monitoring

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1. Overview of Product Monitoring

Since Month 3, WP2A have been prospectively collecting public social media posts mentioning 118 products. These products were provided by the seven participating European Federation of Pharmaceutical Industries and Associations (EFPIA) partners and can be found in Section 2.

The products represent 13 therapeutic areas; 17 products requiring additional monitoring ("black triangle"); five orphan drugs; and 15 biologicals.

WP2A have collected 1,215,523 posts mentioning any of the 118 products identified for WEB-RADR monitoring. After applying spam filters 1,189,534 posts were removed, leaving a cleaner corpus of 25,989 "meaningful mentions" that are more likely to have been posted by an actual person (e.g. do not consist of spam-like language). Of these posts, 318 have been auto-tagged as a post with resemblance to an adverse-event (Proto-AE) and then reviewed by a member of the Epidemico curation team.

The purpose of these data is to provide real world evidence that may compliment insights gleaned from traditional drug safety sources and contribute to a better understanding of a product's safety profile. Social media data will be evaluated for pharmacovigilance purposes by WP4.

2. Products for Social Media Monitoring

Proposed products for social media monitoring

- Wide range of therapeutic areas
- Both new and old products:
 - Products with developing and established safety profiles
 - Products approved <6 months or launched within first year of WEB-RADR

Therapeutic area	Black triangle	Orphan	Vaccine	Biological	None	Total
Anti-infective		1	1	1	5	7
Cardiovascular					19	19
Diagnostics					1	1
Gynecology					7	7
Immunology	1			3	3	6
Metabolic	1			2	11	14
Musculoskeletal				1	3	4
Neurology	3			1	10	14
Oncology	10	4		5	17	31
Ophthalmology				1	2	3
Primary Care					2	2
Psychiatry					5	5
Respiratory	2			1	2	5
Grand total	17	5	1	15	87	118