



Systematic Literature Review for Scientific Publication



Customer

CSL HEOR team

Objective

- Identify and curate relevant HAE-related conversations from public online sources.

Scope

Social Media Listening project leveraging the expertise of MadeAi's team of life science SME PhDs to identify, monitor, and curate specific HAE-related discussions from real-world digital environments.

Approach



Protocol Setup: CSL Behring shared objectives; SME team designed workflow for the social media listening project.



Data Sources: Multiple public online sources.



Methodology: Categorize posts into structured themes to reveal patient burdens, challenges, and unmet needs.



Analysis: Evaluate sentiment and discussion shifts following Garadacimab's market introduction.



Deliverable: Deliver an anonymized dataset and an insights report summarizing trends, themes, and key findings to support Value in Health Journal article, PCR37 Insights Into the Burden and Unmet Needs of Patients With Hereditary Angioedema: A Retrospective Social Media Listening Study.

Result

Methodology	Volume	Project Timeline	AI Accuracy
Manual Approach SML Project Conducted by MadeAi SMEs	3,069	4 weeks	ISPOR Poster & Publication