

Unlocking the power of the **patient voice** with AI



White Swan



White Swan is a Registered Charity (1176486)



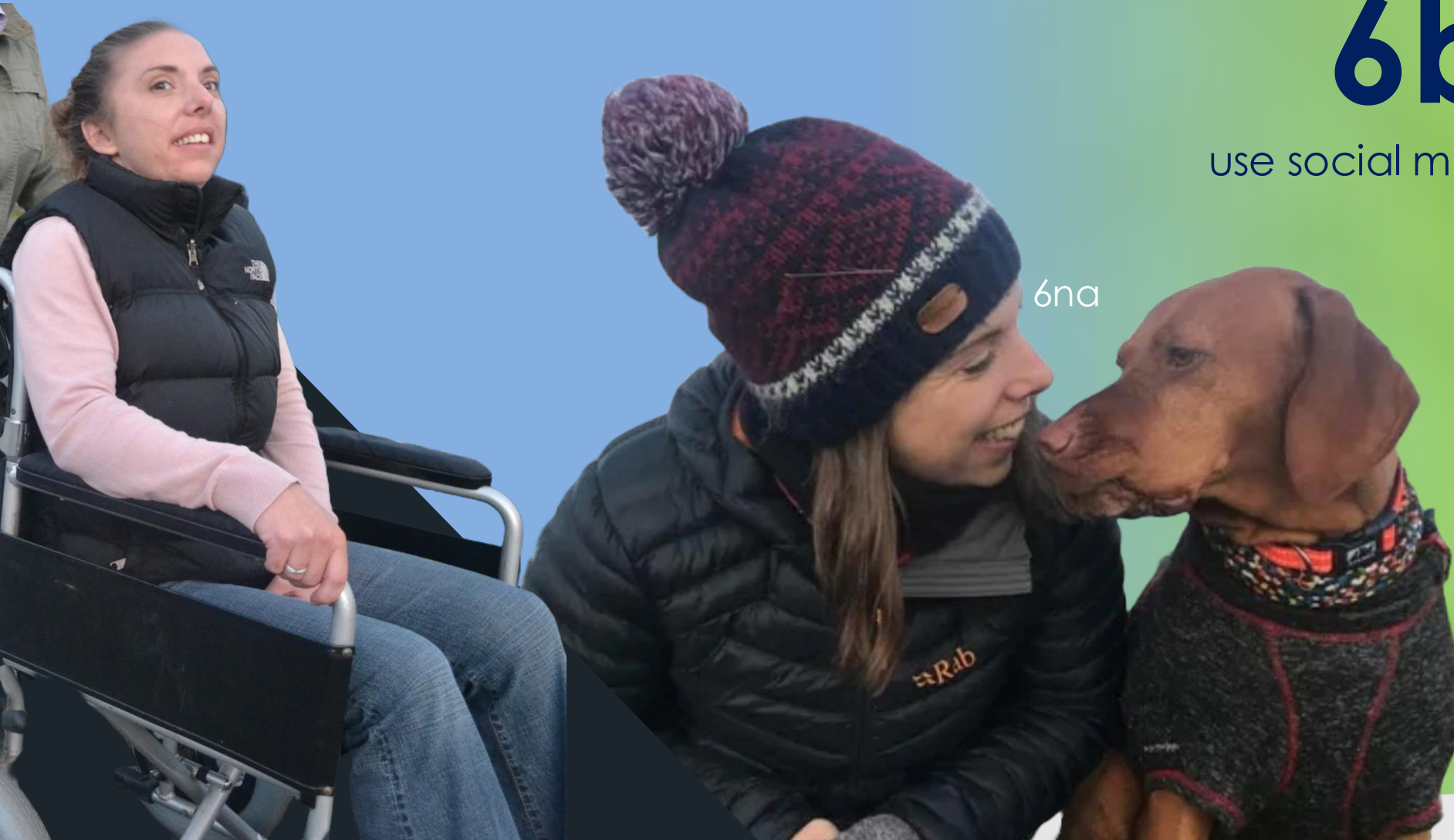
Social Media Data has the power
to **save and improve lives.**

6bn

use social media globally

80%

use to benefit health



6na

The Opportunity:

Harness the power of the patient's voice by leveraging millions of social conversations online using AI to improve health outcomes

Introducing White Swan

- ✓ **Registered charity** with a mission to **improve the health of society**
- ✓ **Proprietary tools and AI**
- ✓ **Published methodology**
- ✓ **Dedicated team of experts**
- ✓ **Providing pioneering insights for our partners**



The **ROYAL MARSDEN**
NHS Foundation Trust



UNIVERSITY OF
BIRMINGHAM



Patient-centric data-driven insight across the journey



Horizon scanning
& identifying
unmet needs



Accelerate
diagnosis



Clinical trial design
& development



Increase treatment
adoption &
adherence



Improve patient
engagement &
comms



Inform policy and
improve care

Diagnosis

Treatment

Living with Condition

Leveraging our Million Minds Insights Platform



Global Reach Accesses an unlimited dataset, segmented by language, country and in some cases region



Accesses hard-to-reach groups
Such as rare disease patients, at scale



Increased depth & unbiased design
Patients share much more anonymously, are listened to vs asked



Multiple Segmentations Such as condition, groups of conditions, symptoms, lifestyle and risk factors and treatments



Agile and Fast
Ability to deep dive into key areas and flex questions/focus.



Robustly created using clinically validated datasets
(Human Phenotype Ontology, Disease Ontology, International classification of diseases, ORPHA.NET)



Proprietary tools and taxonomy Built on White Swan knowledge graph IP, leverages Black Swan algorithms & tech



Accelerating Diagnosis in Cardiology



Objective

Understand key features of Hypertrophic Cardiomyopathy to accelerate diagnosis and improve effectiveness of disease management



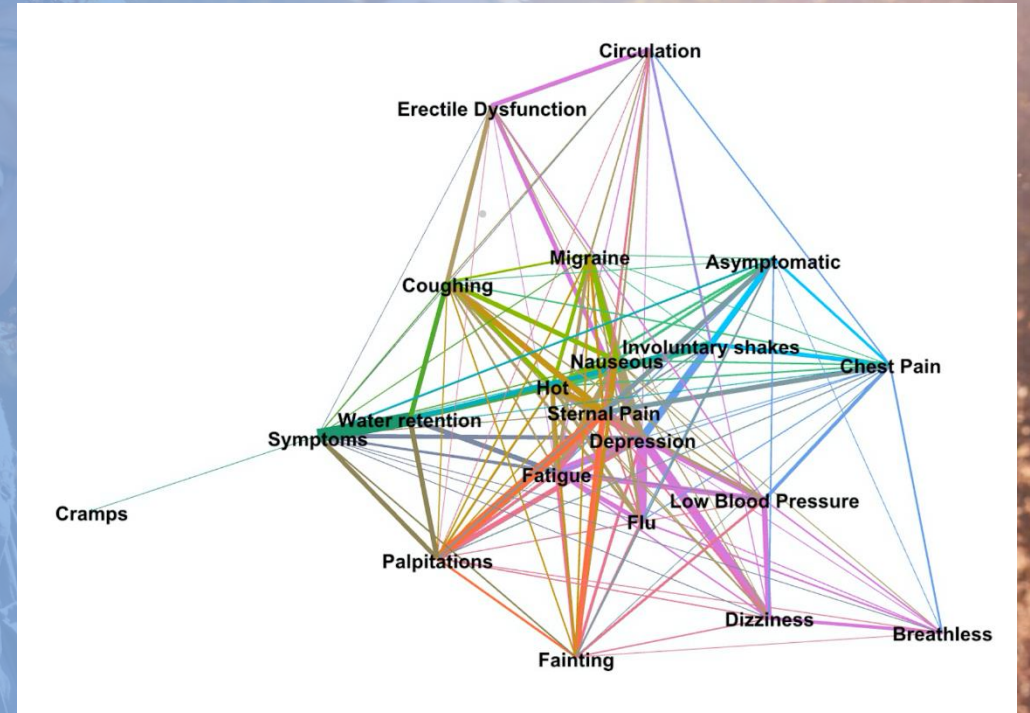
Data Analysis

>18k conversations



Outcome

An innovative quantitative symptom map to support clinical diagnosis. Identified new target group uniquely placed to spot early symptoms to education to accelerate diagnosis.



Case
Study

Improving Cancer Care



Objective

Understand opportunities to improve patient experience in Royal Marsden Hospital



Data Analysis

>26k conversations (short and long form)



Outcome

Clear findings and recommendations to inform the Royal Marsden patient care strategy presented, including areas not previously identified through traditional patient surveys.

“We want to be at the forefront of patient care, so I was genuinely excited when I read the report – this has the potential to have a significant positive impact on patient experience at the Royal Marsden”

Chief Nurse, Royal Marsden

**Case
Study**

Improving Clinical Trial Design



Objective

Understand and gain actionable insights from patients on their experience with the condition from diagnosis to enhance clinical trial design.



Data Analysis

>50k datapoints from 50m global documents



Outcome

Robust and actionable insights getting to the 'why' behind barriers to current adherence and adoption, to support NICE approval of new treatment innovation.

*We were delighted with the work that White Swan delivered, which helped us gain a **greater understanding of the patient's needs and inform our clinical trial design**. The insights were robust and actionable and at every stage the team were incredibly responsive, professional and enjoyable to work with.*

*Kerry Kriel,
Early Asset Strategist*

**Case
Study**

Informing Strategic Priorities



Objective

Understand patient and carer experiences from diagnosis to end of life care to identify their greatest needs to inform and shape development of future charitable services



Data Analysis

>3 million conversations over 3 months



Outcome

Key unmet patient and carer needs identified, including tipping points for support

3

Aggressive and violent behavior is a key concern. While deterioration and loss of cognitive function are expected outcomes, aggression can be an unwelcome surprise, as well as being dangerous for both families and sufferers. Appropriate specialist care is essential to suit patient needs.

4

There is a genuine fear and mistrust of care homes both for families and sufferers. Fears exist around poor quality of care and excessive costs. Family members feel guilt and under pressure to do more to provide the best care possible for their loved one, sometimes at a cost to their own health and wellbeing.

5

Exercise & Music are the top preventative lifestyle steps talked about online. While the majority of online discussion focusses on symptoms, carers and support, conversation around prevention frequently references research claiming that regular exercise of body and mind helps prevent and alleviate symptoms of Dementia.

Case Study



White Swan

**See more case studies:
www.whiteswan.org.uk**

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