



SocialInsight™

*Social Media Analysis
and Insight*

More than the traditional “sentiment” monitors, SocialInsight combines data with personality. Segmedica is known for its psychological approach to market research. Now we apply this expertise to social media posts.

Our technique is simple yet elegant. We monitor a multitude of social media sites and combine what is being said with why it is being said. Unlike the majority of social media monitors, Segmedica dives deep to uncover themes in conversational language, using psychology-based natural language analysis.

Our skills range from simple search and analysis to combining SocialInsight with other modalities for a rich set of insights into consumers as patients.

Our process tracks patients’ experience to compile a full story on what patients think and feel, not only as patients, but as consumer/patients.

We deliver a full report analyzing language and conversations using our exclusive HLA (HealthLinguisticAnalysis)™ process.



Segmedica
33 Bishop Hollow Road
Newtown Square, PA 19073

Phone: 716.754.8744

Fax: 716.877.8737

Web: www.Segmedica.com

Segmedica provides custom and syndicated market research and consulting services to address product development, marketing, and sales issues related to healthcare and wellness.

We apply the principles of psychological research in all the research we conduct and provide results that go way beyond traditional “emotional research” by getting to the root core of why people say what they do and what it means.

Contact us to find out how we can help you with your next project.



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Why use Segmedica?

- Full service research in which all functions from recruiting to reporting are carried out in-house. We provide the entire solution and you always have the benefit of meeting the people who will be conducting the research and a Project Director who will be with you throughout the entire process.
- We have a staff of expert sociologists and anthropologists plus some world-renowned advisors providing consultative services as well as in-depth analysis when needed. You get as little or as much as you need to ensure success.
- Our staff is dedicated to providing you results on time and on budget.
- We provide the entire process including comprehensive qualitative and quantitative techniques. Our total focus is on healthcare research so you will always benefit from our experience in the field as well as our commitment to continual upgrading of our techniques and methods to improve and sharpen as actionable insights.
- We are not just a name; we are a team of people who immerse themselves in your project and provide the utmost in service. We're not a huge corporation but large enough to provide personal yet professional services and have decades of experience in healthcare and wellness research.