Semantha™

Insights Through Linguistics

Linguistic Research and Analysis

The words people use can have many different meanings. A conversation or dialogue of even moderate length can form an extremely complex body of concepts. The way to address this is to use Semantha to extract the true meaning of the language being used and how to interpret it into actionable language.

Building this technique into market research provides important insights into human communication and decision-making which are often overlooked.

The benefits of linguistic research and analysis are numerous. Read more to find out how Linguistic Research and Analysis provides a powerful tool to interpret language which in turn will address market needs, solve problems and create very impactful messages.

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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The Meaning of the Word

When a discussion takes place, there is actually a second level of communication. The semantics or meanings of these conversations or dialogues is what we research and analyze. We use a combination of natural language processing (NLP), psycholinguistics, and expert analysis to interpret the language used.

To understand Semantha, think about a transcript containing pages of language. Our analysis reveals overarching concepts which when examined alongside the context, identifies the trends in the language. These themes and concepts are directly associated with the event or occurrences taking place at the time and are interpreted into actionable concepts.

The results are a highly attuned set of conclusions and recommendations on what was said, why it was said, what the strongest concepts were, and how to use them in marketing communications of all types.

Other Novel Research Methods Developed by Segmedica

Healthvoice®
HCP and Patient Interactions

HealthInteract™
HCP and Patient Interactive Groups

SelfInspire™
Self-Moderating Research

Contact us today with your research challenge.

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Some examples of where Semantha™ may be applied in market research:

- **Market Segmentation** - Informs and fills out segments more thoroughly.

- **Positioning** - Assembles a much more complete picture of how your market is understanding your product or service.

- **Message Development/Testing** - Hones in on the exact language that will promote your product or service best.

- **Post-Market Tracking** - Learn how your customers describe your product or service, how they relate to it, and how best to refine your messages.

- **Lexicon Development** - Developing high impact vocabulary for use in messaging and programs.

- **Direct Consumer Communications** - As an example, analysis of recordings of hotline interactions between patients and healthcare companies can be used to optimized scripts and relationship building tactics.

- **Online communities or Social Media** - Extract and analyze for much deeper insights.

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RESEARCH AMERICA INC.®

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How Much Language is Enough?

Almost all language can be analyzed in smaller amounts, however, the most robust results are from a larger volume of dialogue. Ideally, using techniques such as self-moderating research (see our SelfInspire™ brochure for more details) will produce more and better unfettered conversation. Other possibilities include social media, online communities or bulletin boards.

How Does it Fit into my Research Plans?

- Completed studies where the results may not have provided enough depth. These could be very good candidates for analysis. Contact us to discover how Semantha may provide deeper insights.

- When thinking about or initiating a project, think Semantha and how it will deepen your research and produce results which are remarkably targeted and actionable. There will be more meaning than can be realized using conventional research and the results will resonate extremely well with your target markets.

Contact Segmedica to discuss how your research will be brought to life or back to life with Semantha™.