

Global Health: How Can Pharma Cut Through the Covid Noise to Promote Work on Other Diseases?

Media Analysis Summary



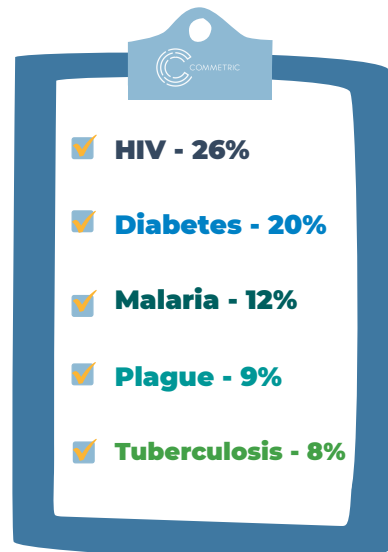
HIV, diabetes and malaria under the radar

Our media analysis found that HIV, diabetes and malaria were the most commonly discussed global health diseases in the recent media debate, followed by plague, tuberculosis and Ebola.

Top 5 diseases in the global health debate by share of voice

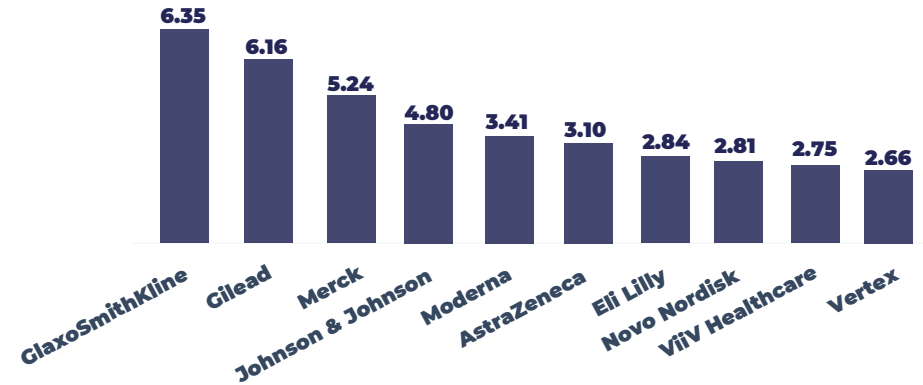
Some of the diseases with the highest share of voice attracted attention as the novel mRNA technology managed to change the media conversation around them.

HIV emerged as the most talked-about disease, as the media focused on companies that are now working on mRNA HIV vaccine possibilities.



Top 10 organisations in the global health debate by media impact score

We used Commetric's proprietary 'media conversation impact score' metric to identify the organisations with the biggest impact on the media discussion around global health.



Top 5 spokespeople in the global health debate by influence score

Naturally, the most widely cited spokespeople were from the World Health Organisation, the predominant agency associated with global health.



4 tips on how pharma can cut through the Covid noise and promote its work on other global threats

- Take the chance to bring variety to the Covid-dominated media coverage
- Capitalise on the public's appetite for health and innovation stories
- Utilise the crisis to shape the narrative around medical innovation
- Use the "science can save the world" narrative for other diseases

Read the whole analysis here:

<https://commetric.com/2022/02/04/global-health-how-can-pharma-cut-through-the-covid-noise-to-promote-work-on-other-diseases/>

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