



# Sentiment Analysis

## Three Reasons Companies Need To Complete Sentiment Analysis In 2021



01

Platforms for Thought Leader discussion have changed and moved online



02

Thought Leader communications have changed and become more relaxed online



03

Product competitive and disease treatment dynamics have changed with COVID restrictions



Companies still need to understand the “impact” of Thought Leader engagement and Thought Leaders’ perceptions



**81qd's Sentiment Analysis** integrates technology-driven programmatic analysis and medical acumen to objectively assess Thought Leader sentiment and measure changes in sentiment over time across key channels