The background features a light gray color palette with decorative elements. On the left and right sides, there are network graphs consisting of interconnected nodes and lines. On the right side, there is a bar chart with several vertical bars of varying heights. The word "Quid" is centered in a large, black, serif font.

# Quid<sup>®</sup>

**Voice of the Patient:  
Major Depressive Disorder**

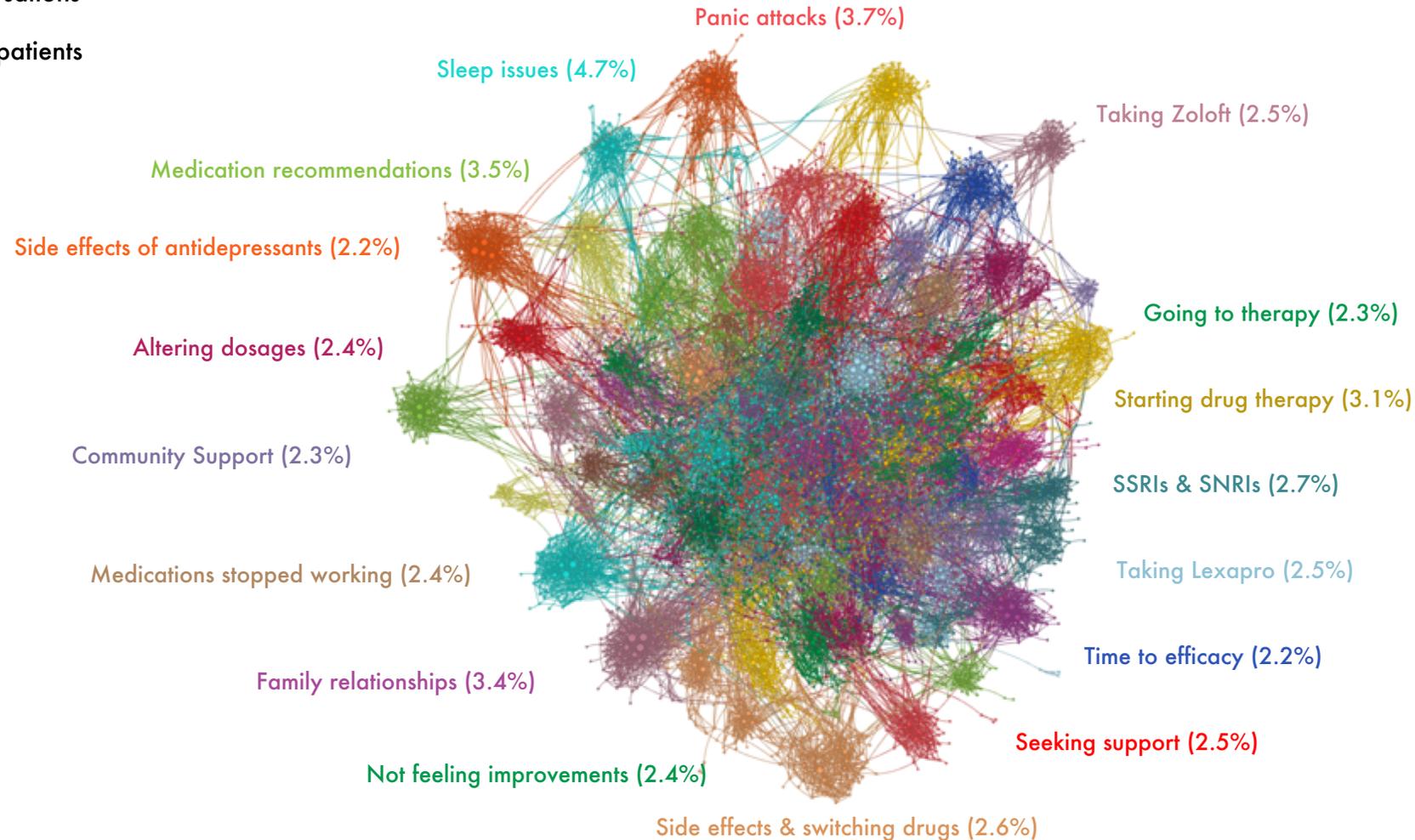
A leading pharmaceutical company wanted to learn more about **the mindset of patients with major depressive disorder** as well as their **perception and preference of depression drug classes**

Quid analyzed 15,000+ **patient forum conversations** and **drug reviews**

# Quid can source thousands of patient conversations and extracted the key themes and topics patients most frequently discuss

## MDD Patient Conversation Network

15,000 conversations\*  
2018-2019  
7,532 unique patients



# Quid identified panic attacks and sleep issues as key patient experiences (ranked by volume, negative sentiment and centrality)

## Top MDD Patient Discussion Topics

	Discussion Topic	Volume	Negative Sentiment	Centrality	Representative Post
1	<b>Panic attacks</b> <i>What to do, how to alleviate panic attacks</i>	Very high	Very high	Moderate	"I'm tired of my heart feeling like it's going to pop out of my chest. I want some relief"
2	<b>Sleep issues</b> <i>Managing insomnia or sleeping too much</i>	Very high	Moderate	Very High	"Not getting good sleep acts to further depression symptoms, it's a vicious cycle."
3	<b>Taking Cymbalta</b> <i>When to expect improvements, sharing experiences</i>	Low	High	High	"3rd day on Cymbalta & I get headaches, hope they go away on their own."
4	<b>Family relationships</b> <i>Strained relationships with family, family history</i>	High	Moderate	Moderate	"My dad died so I need to be responsible for my younger brother and mother."
5	<b>Medication recommendations</b> <i>Sharing drug experiences, what others recommend trying</i>	Very high	Moderate	Low	"Can you elaborate some on the side effects you have with Bupropion?"
6	<b>Starting drug therapy</b> <i>Deciding to start drug treatment, seeking reassurance</i>	High	Low	High	"Has anyone taken Viibryd? My doctor suggested it last week and I don't know."
7	<b>Altering dosages</b> <i>Figuring out the right level of medication to feel the best</i>	Moderate	Moderate	Very High	"Currently I'm taking dose for 40mg. I'm worried with this increase in dose."
8	<b>Taking Zoloft</b> <i>When to expect improvements, sharing experiences</i>	Moderate	Moderate	Low	"Anyone taking Zoloft/sertraline. How has it helped you?"
9	<b>Going to therapy</b> <i>Sharing experiences and learnings from therapy</i>	Moderate	Low	Very High	"My therapist asked me to list things that I enjoy. I couldn't think of one thing."
10	<b>Seeking support</b> <i>Feeling down, looking for help from the community</i>	Moderate	High	Moderate	"I'm scared ill never feel human again, or feel like myself again. Counting the days."
22	<b>Side Effects &amp; Switching Medication</b> <i>When patients don't respond well to one drug, try another</i>	Moderate	Moderate	Low	"I recently added Wellbutrin to counteract the Lexapro weight gain."

# Zooming in on conversations about drug classes reveals that patients are most engaged with SSRIs, discussing them 3x more than any other drug class

## Patient Discussion of MDD Drug Classes

Drug Class	Volume of Posts	Importance <sup>1</sup>	Impact <sup>2</sup>	Top Mentioned Drug
<b>SSRIs</b>	High (n=3,006) 1,258 patients	Moderate	High	 38%
<b>SNRIs</b>	Moderate (n=990) 459 patients	High	Low	 57%
<b>NDRIs</b>	Moderate (n=967) 439 patients	Low	High	 90%
<b>Benzodiazepines</b>	Moderate (n=862) 438 patients	Low	Low	 44%
<b>Antipsychotics</b>	Low (n=326) 180 patients	High	Moderate	 42%

# Quid unveiled SSRIs as the most discussed drug class, with patients drawn to it for enhanced mood, improved sleep and higher energy

## SSRI Footprint in MDD Patient Network

15,000 MDD conversations between 2018-2019



<b>SIZE</b>	<b>High. (n = 3,006, 1,258 patients)</b>
<b>IMPORTANCE<sup>1</sup></b>	<b>Moderate</b>
<b>IMPACT<sup>2</sup></b>	<b>High</b>



## Potential Drivers of Choice

- ✓ Enhanced mood & fewer intrusive thoughts
- ✓ Improved sleep
- ✓ Increased energy

"I've been taking Zoloft for three years. I was able to sleep much better. For me, the benefits far outweighs the side effects."

## TOP SSRI DRUGS BY VOLUME

	Drug Name	% of Posts <sup>3</sup>	Sentiment	Centrality	% of Patients
1	Zoloft	38%	Neutral	High	43%
2	Lexapro	30%	Positive	Moderate	32%
3	Prozac	23%	Neutral	Moderate	29%
4	Celexa	18%	Negative	High	24%
5	Paxil	5%	Negative	Low	8%

"Zoloft has made me way more stable, downside is it can numb you to life..."

"Lexapro has saved my life.. minor side effects but it wasn't unmanageable"

"Good medicine, but there are better choices for major depression."



## Potential Barriers of Choice

- ✗ Takes time to feel improvement
- ✗ Cycling through SSRIs before finding one that is effective
- ✗ Side effects (headaches, hair thinning)

"I had problems with Lexapro and switched to Zoloft. When I started, I also took ibuprofen bc of headaches."

<sup>1</sup>Importance is defined as topics that are more central to the overall narrative

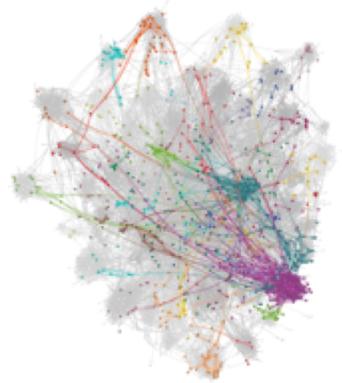
<sup>2</sup>Impact is measured as a summation of both volume and positive sentiment

<sup>3</sup>% of Posts is the percent of all SSRI posts that the drug name is mentioned (adds to more than 100% due to co-mentions)

# Effexor & Cymbalta dominate the SNRI discussion with a nearly 90% footprint & overly negative sentiment

## SNRI Footprint in MDD Patient Network

15,000 MDD conversations between 2018-2019



<b>SIZE</b>	Moderate. (n = 990, 459 patients)
<b>IMPORTANCE<sup>1</sup></b>	High
<b>IMPACT<sup>2</sup></b>	Low



## Potential Drivers of Choice

- ✓ Improved mood and better stability
- ✓ Reduced anxiety
- ✓ Helped in treating chronic pain

"I was on Venlafaxine for over a year. It seemed to keep my anxiety at bay fairly well and worked well for depression."

## TOP SNRI DRUGS BY VOLUME

	Drug Name	% of Posts <sup>4</sup>	Sentiment	Centrality	% of Patients
1	Effexor	57%	Negative	Moderate	62%
2	Cymbalta	31%	Negative	High	33%
3	Pristiq	14%	Neutral	High	17%
4	Fetzima	2%	Positive	Low	3%

"The withdrawal symptoms are just as bad as everyone says."

"Cymbalta does its job for depression, but with possibly some of the worst side effects I have had from a medication."



## Potential Barriers of Choice

- ✗ Withdrawal effects (brain zaps, vertigo)
- ✗ Difficulty sleeping
- ✗ Side effects (loss of libido, weight gain)

"The effexor took a long time to withdrawal from with nasty brain zaps!"

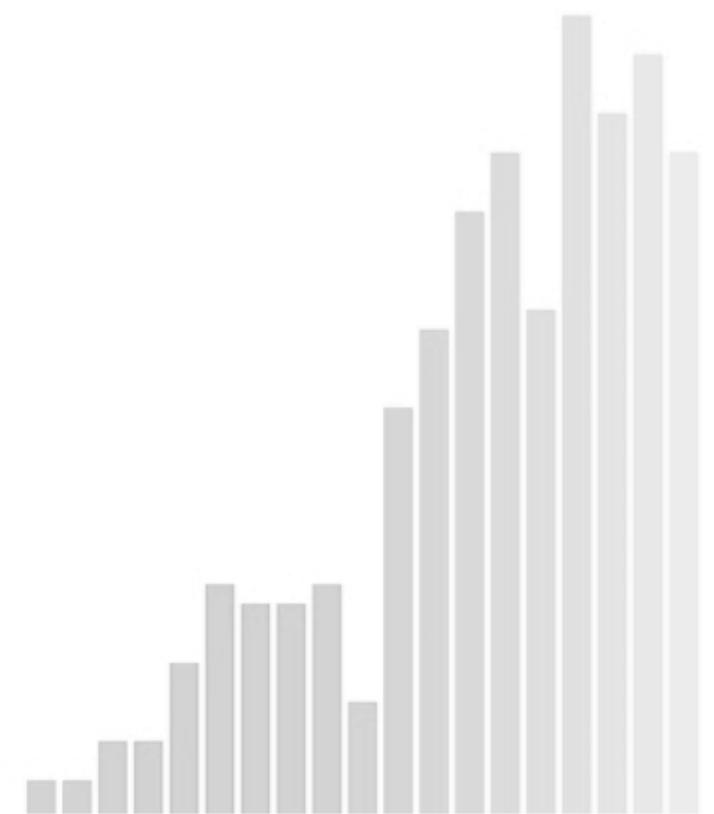
<sup>1</sup>Importance is defined as topics that are more central to the overall narrative

<sup>2</sup>Impact is measured as a summation of both volume and positive sentiment

<sup>3</sup>% of Posts is the percent of all SSRI posts that the drug name is mentioned (adds to more than 100% due to co-mentions)



# APPENDIX



# HOW TO READ A NETWORK

Similar nodes **cluster together**, and clusters are grouped by color. Connections represent similar language across nodes.

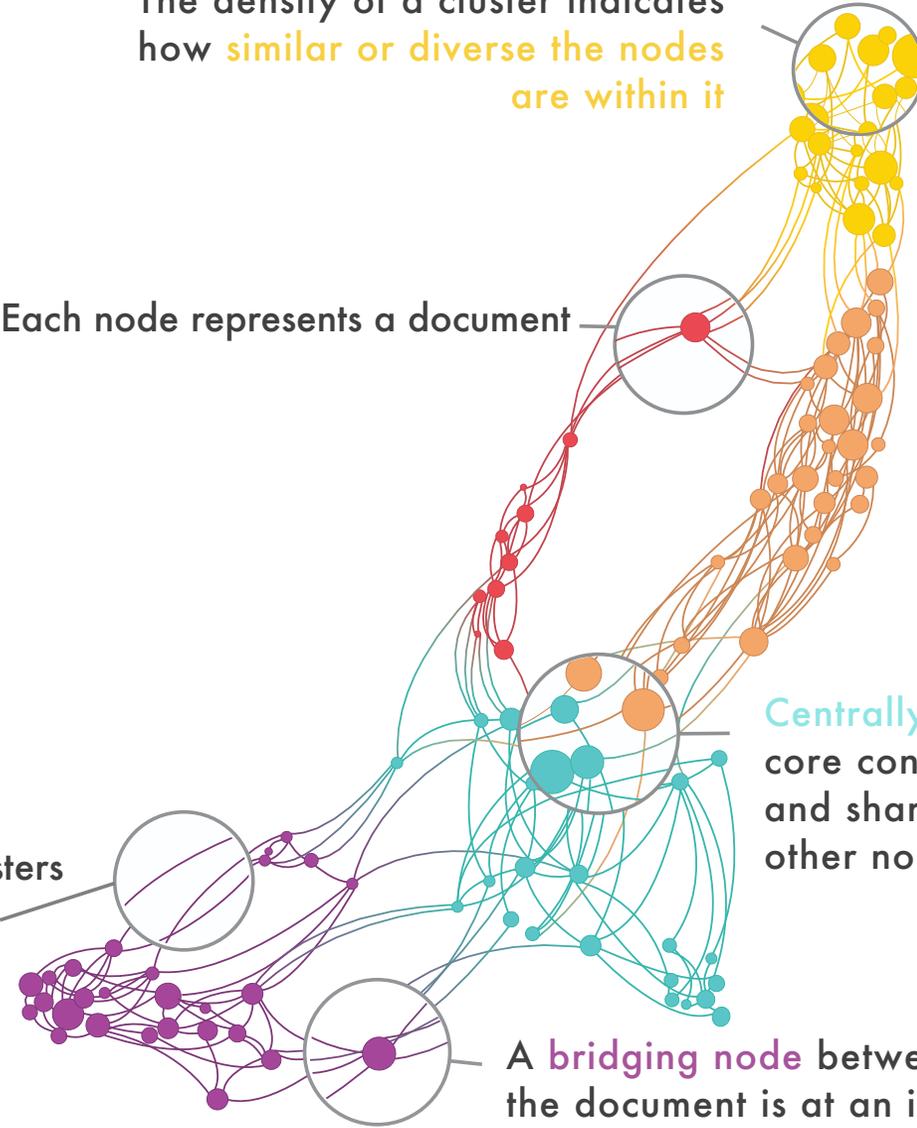
Greater distance between clusters indicates a **lower number of interrelated documents**

The density of a cluster indicates how **similar or diverse the nodes are within it**

Each node represents a document

**Centrally located nodes** are core concepts in the network and share language with many other nodes

A **bridging node** between two clusters indicates the document is at an intersection between two concepts.

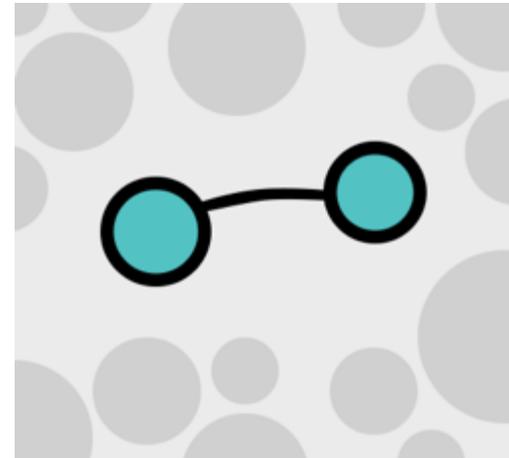


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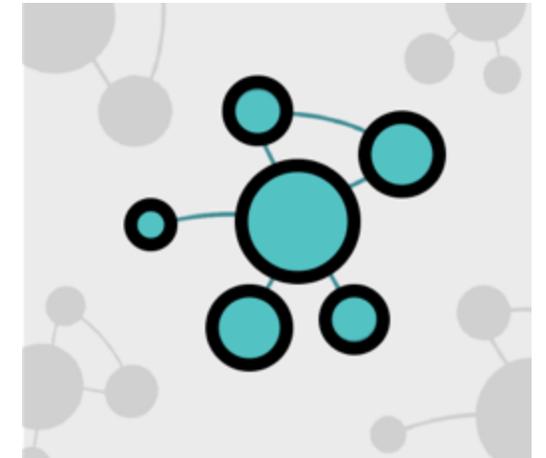
# TEXT ANALYTICS BACKGROUND



Quid reads any text to identify key words, phrases, people, companies and institutions.



Then Quid compares words from each document to create links between them based on similar language.



Quid repeats the process at immense scale, producing a network that shows how similar all the documents are to one another.