

# What if **pharmacovigilance** teams could **automatically detect safety information** across **digital media**?

Asphalion's **AI-powered Social Media Screening** solution.



**Aspha  
DigiMedia**

ADVERSE REACTIONS SOCIAL MEDIA SCREENING



# Discover AsphaDigiMedia

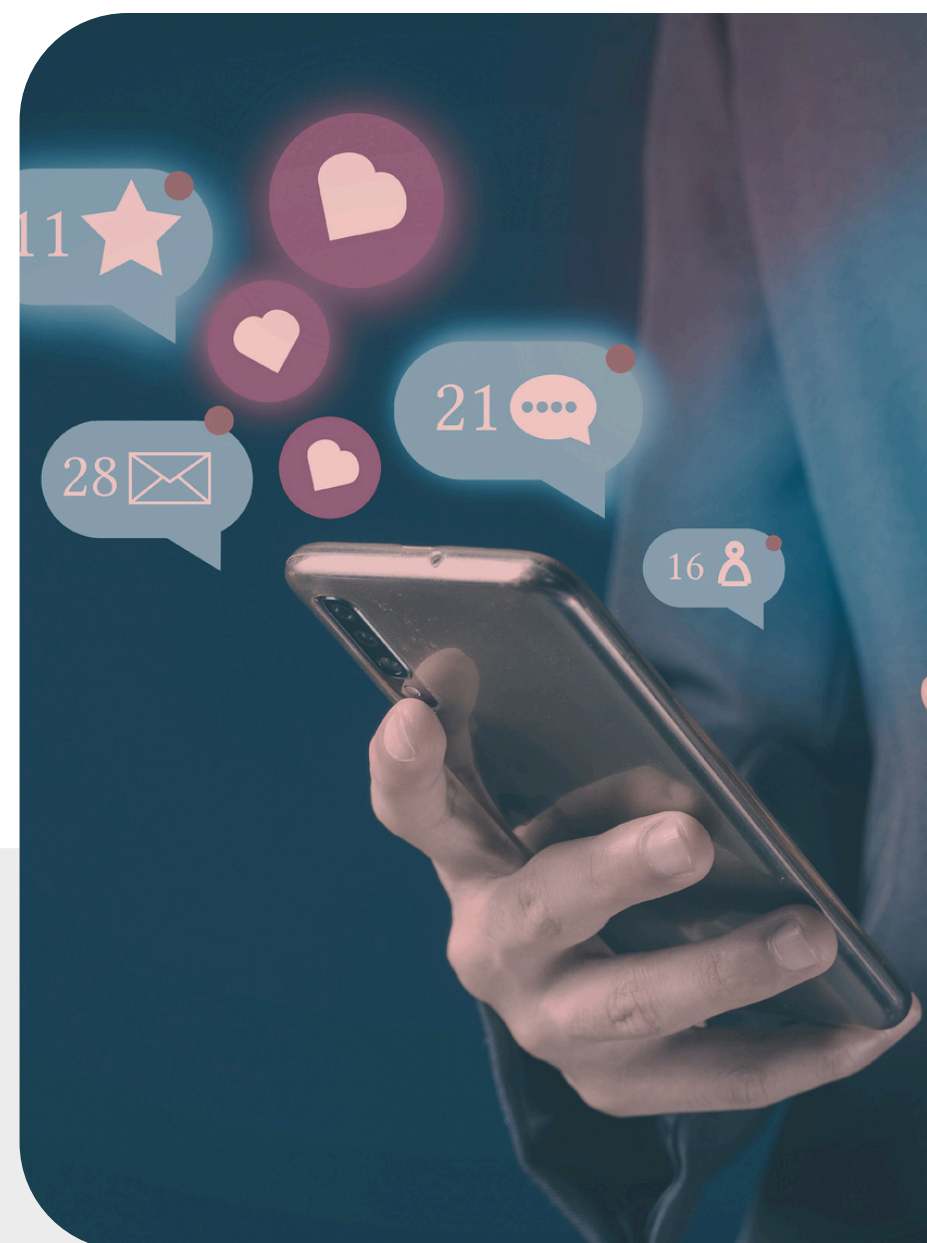
Designed to help Marketing Authorisation Holders **systematically monitor digital media and detect potential adverse reaction reports** in full compliance with **GVP requirements**.

From social media to publicly available websites:  
**Automated Digital Pharmacovigilance.**



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# The Importance of Digital Media Monitoring

**Patients** are increasingly **sharing their experiences** with medicines across:

- Social media
- Forums
- Blogs
- Public websites

These conversations can contain valuable pharmacovigilance information, making **digital media monitoring** an **increasingly critical focus during regulatory inspections.**



# AsphaDigiMedia was built to tackle this challenge

Asphalion's AI-powered platform enables **structured, compliant digital media screening** in line with **GVP Module VI requirements**.

Helping companies **proactively identify safety information online**.

**AsphaDigiMedia** actively screens:

 **Social networks and public websites**

 Up to 2 **billion URLs worldwide**

 **Multiple countries and languages**



## AsphaDigiMedia

ADVERSE REACTIONS SOCIAL MEDIA SCREENING



# Continuous monitoring, purpose-built for compliance

Ensuring **timely pharmacovigilance actions**.



**24/7 automated screening**



Identification of potential **ICSRs and safety data**



**Faster detection** compared to manual monitoring

AsphaDigiMedia operates as a **validated system** with:



**Full audit** trail



**Complete traceability** of activities



**Inspection-ready** documentation

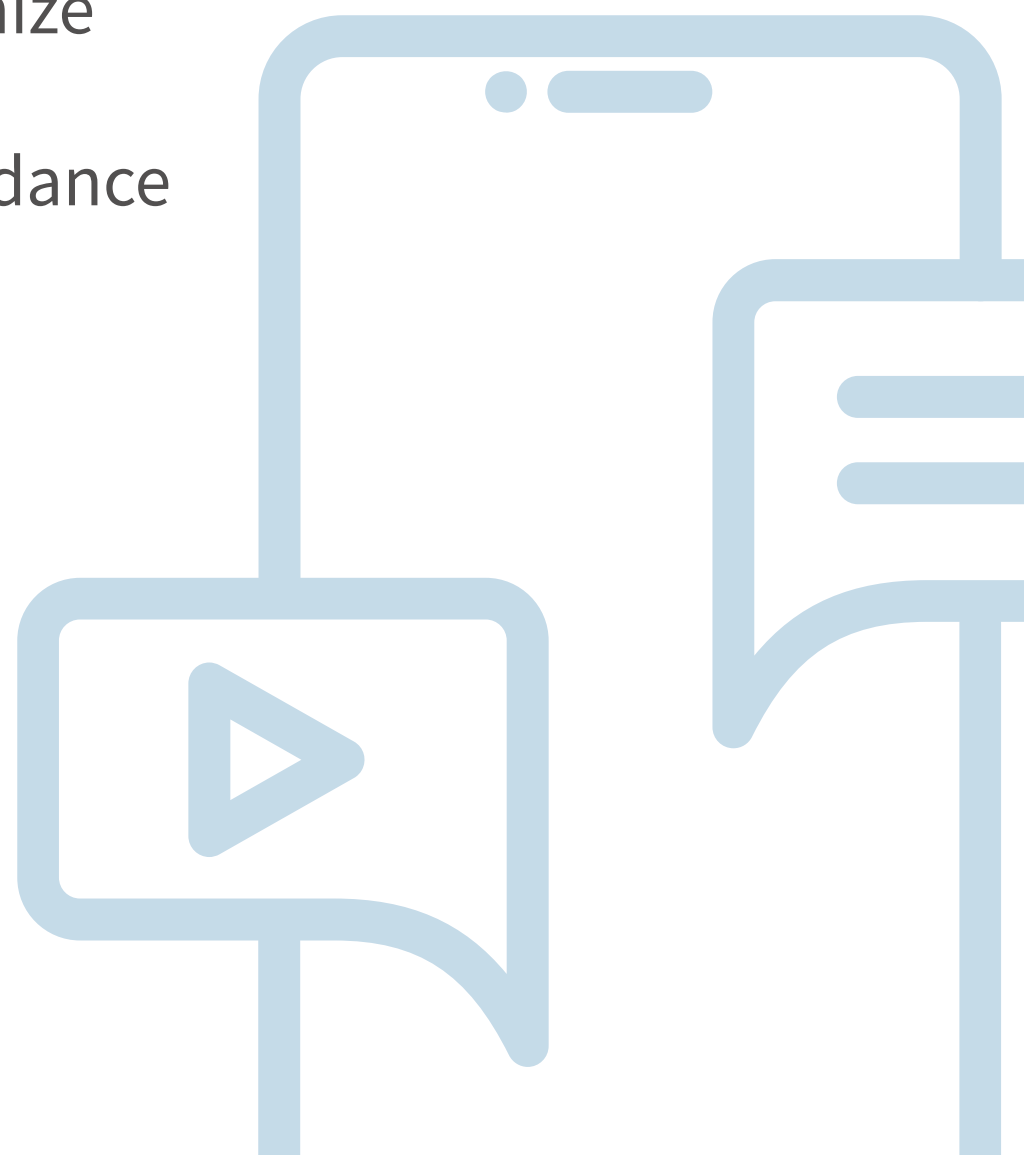
Supporting regulatory inspections and audits.



# Moving beyond manual digital screening

**AsphaDigiMedia** introduces a controlled, standardized, and scalable approach to **digital pharmacovigilance**:

- **Automated keyword and pattern recognition** to enhance signal detection
- **Simultaneous monitoring** of multiple platforms and large data volumes
- **Standardized workflows** to minimize variability and human error
- **Continuous optimization** in accordance with evolving regulatory guidance





**Validated. Traceable.  
Globally aligned.**

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