Symplur Announces New Social Media Analytics Product for Healthcare

Symplur is announcing today the official launch of their new healthcare analytics product called Symplur Signals.

LOS ANGELES, CA, USA, July 14, 2014 /EINPresswire.com/ -- Symplur, LLC unveiled their new digital analytics product called Symplur Signals in Paris at the Doctors 2.0 & You conference last month and is targeting July 14th as the official launch date. Symplur maintains the largest database of healthcare related Twitter conversations in existence via their role as the founder and curator of the globally recognized Healthcare Hashtag Project.

Large healthcare organizations, academic institutions, and medical associations wishing to gain business intelligence or to conduct formal research have frequently hired Symplur to provide deep analytics on the details contained in this ever growing database of health discussions. Symplur Signals is designed to be directly used by these third parties, thereby allowing unprecedented hands-on access to this unique pool of information exchange.

Symplur Signals Network Centrality

Symplur has just passed a significant milestone having captured over 500 million tweets on over ten-thousand healthcare topics. Nearly 1 million new healthcare tweets are captured each day from patients, physicians and other key stakeholders in health and medicine. Symplur's website provides free access to numerous ways of gathering real time information on what healthcare topics are trending, but Signals is projected to take this insight to the next level. Think beyond mere metrics and into the realm of user behavior (network centrality), content analytics (sentiment analysis) and more.

Co-founder, Thomas Lee states that, "Over the past 5 years, we have seen that the value of healthcare social media is no longer in question, now the focus is on ways to extract business and health insights from social engagement."
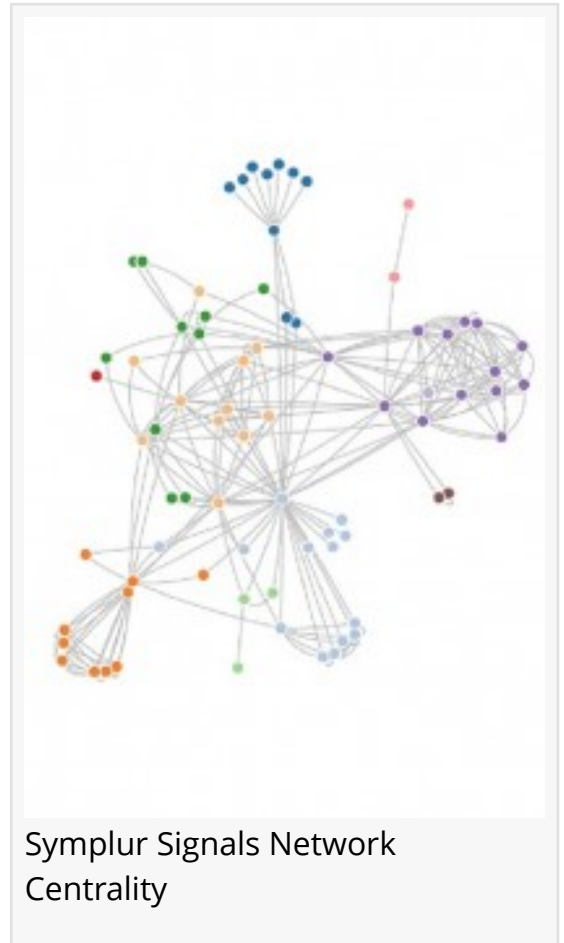
Audun Utengen, co-founder, agrees, "Big data can be overwhelming, therefore, we designed this new subscription based model enabling our users easy access to more data points, and most importantly to interact directly with our system."

Physician partner, Dr. Howard Luks, states, "The Healthcare Hashtag Project has proven to be a tremendous resource for academics, healthcare practitioners, patients, conference organizers and virtual attendees alike as we follow, interact and learn from afar."

About Symplur
Symplur a Healthcare Social Media and Analytics consultancy specializing in driving insight and creating business value from healthcare conversations by measuring impact, content, and engagement at the convergence of Web 2.0 and Health 2.0. Symplur is the curator of the globally recognized Healthcare Hashtag Project and assists healthcare decision makers, researchers and healthcare providers align their business strategy by leveraging social engagement data.

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LeAnna Carey
TheHealthMaven Group
TheHealthMaven Group
email us here

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