

What is social media telling us about drug safety? Come see what we are hearing

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Social media has become the medium of choice for people to talk about their experiences with medicine, positive or negative. Facebook, Twitter, Drug specific blogs and the like have made it easy for anyone to have a forum. What is real and what is noise? How do you deal with all the background to make any kind of sense from the potential signals that are being sent? Come hear how our unique approach allows us to weed through and interpret the data. Come see what we are hearing.

Biography

Jaidev Dasgupta's area of focus is Health & Life Sciences with emphasis on strategic leveraging of information technology and business organization transformation to improve productivity, quality and efficiency. He has several years of experience in Life Sciences technology consulting at Accenture and Capgemini. Prior to that he led a start-up company marketing web-based solutions for managing clinical research and Ethics Review processes. He has a Ph.D. in Biology and was a professor at the Harvard Medical School where he was conducting independent research in human immunology, biochemistry and cell biology. He started his career in the technology industry with eCredit, a venture of RAGE Frameworks

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