



# Algorithmically Generated Truth

May 2020

# Model-Based Marketing in the Day of Corona



Model

Model thousands of Key Opinion Leaders (KOLs) based on a sample of a few hand picked ones



Analyze

Analyze information flow in any industry or around any brand based on the KOL model



Recommend

Leverage the model and analysis to generate actionable recommendations, including algorithmically generated content

# Modeling Epidemiologists

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One of the dozen Hand picked "seed" for our algorithms

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**Lawrence Gostin**  2,797 Tweets

**Lawrence Gostin**  @LawrenceGostin  
 Director @ONeillInstitute; Chaired Prof. Global Health Law @GeorgetownLaw; Director @WHO Center on Public Health & Human Rights; Global Editor @JAMA\_current  
 Washington, DC [oneill.law.georgetown.edu/faculty/Lawren...](https://oneill.law.georgetown.edu/faculty/Lawren...)  
 Joined March 2013


766 Following 10K Followers  
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Tweets Tweets & replies Media Likes

**Lawrence Gostin**  @LawrenceGostin · 15h  
 The @WHO sits in one of the world's most privileged cities, Geneva. Think of the powerful symbolism of headquarters moving to sub Saharan Africa.

**Kristof Decoster** @KristofDecoste1 · 23h  
 Includes an interesting suggestion: Move the WHO Headquarters to Africa. [twitter.com/LawrenceGostin...](https://twitter.com/LawrenceGostin...)

Lawrence Gostin Retweeted

**Democracy Now!**  @democracynow · 23h  
 World Health Organization adviser @LawrenceGostin says the organization has done well in the pandemic, despite a miniscule budget and political interference. "Yes, they can be slow, they can be bureaucratic. But my God, what they've done for the world." [bit.ly/2ygiN0v](https://bit.ly/2ygiN0v)




3 4 28

3 23 28

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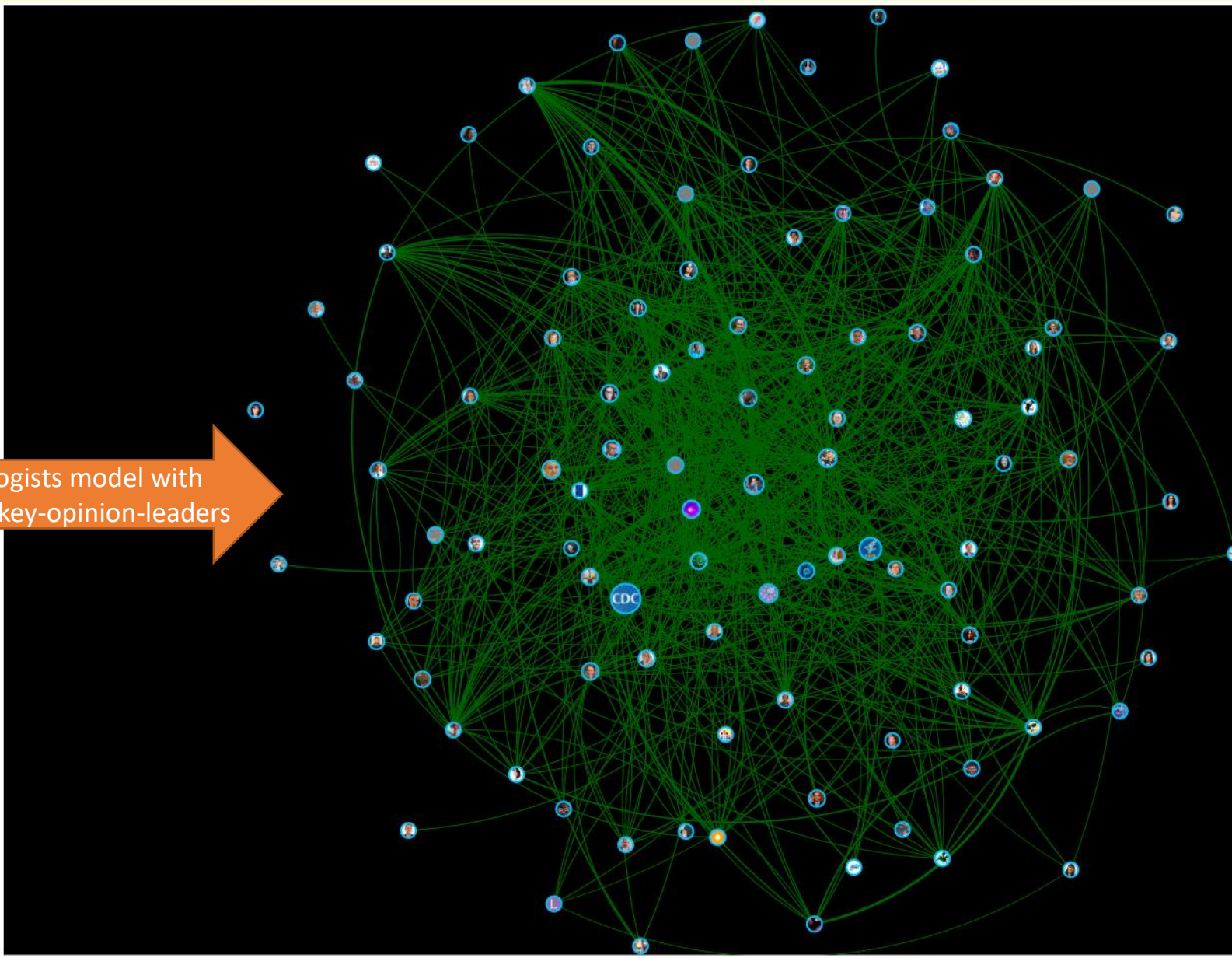
**Eran Reshef** @ReshefE

### CoronaVirus

#### Corona Virus experts

- Who are the KOLs that I should engage?
- What are the topics I should tie my marketing campaigns to?
- What do KOLs think about my topics?
- What is the interest level of KOLs in my topics?
- What is the share of voice of my topics among KOLs?
- What do the KOLs say?
- Export KOLs to Excel
- Who are the most influential KOLs?
- Who are the most relevant KOLs?**
  - (Click a stakeholder's picture to select her)
  - (Click a stakeholder's picture to select her)

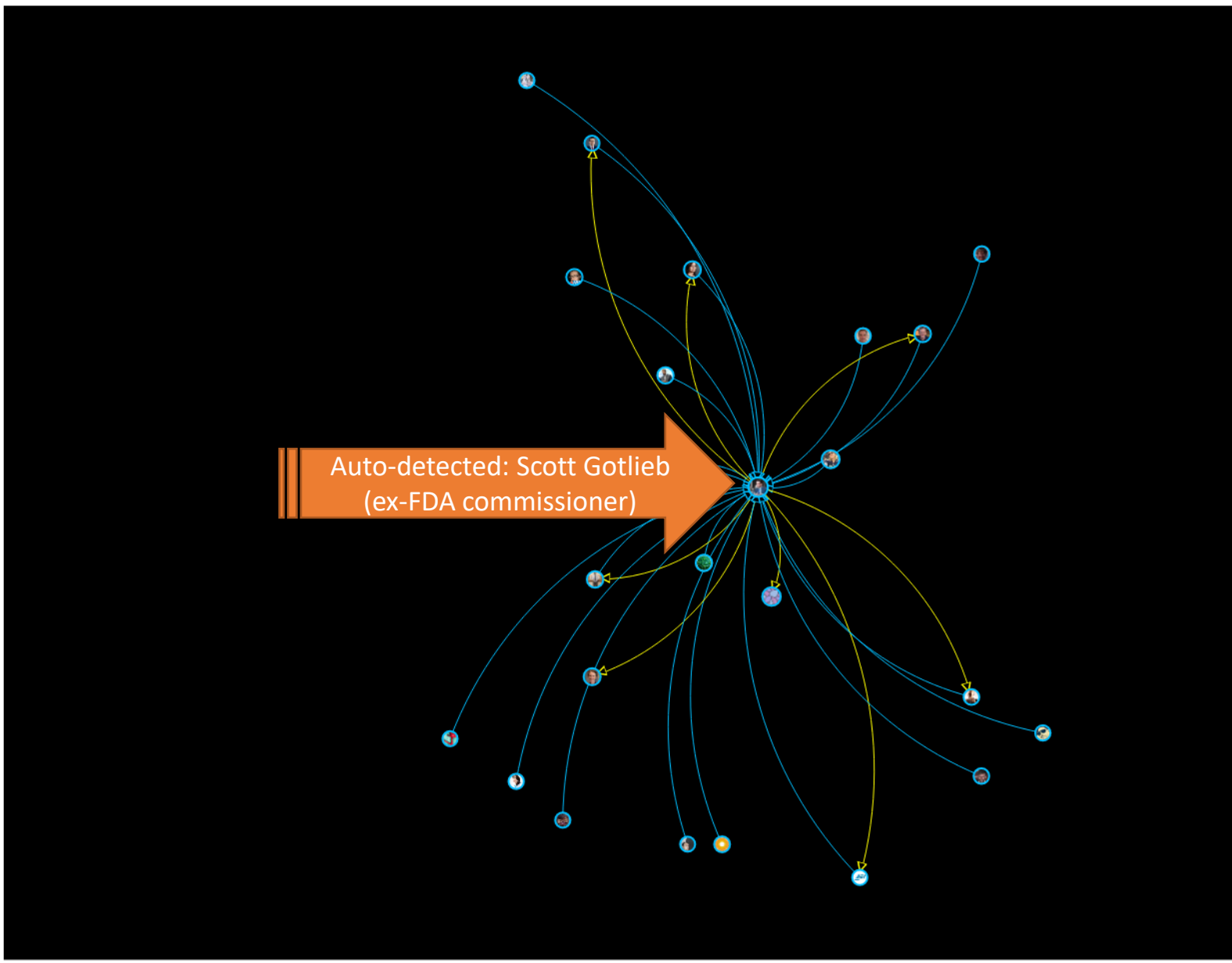
Epidemiologists model with hundreds of key-opinion-leaders



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  - Scott Gottlieb, MD : Details
  - Scott Gottlieb, MD : Interactions



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**ScottGottliebMD**  
Resident Fellow @AEI. Partner @NEA. Contributor @CNBC. 23rd Commissioner of the @US\_FDA 2017 to 2019. @Pfizer @Illumina @AetionInc @TempusLabs

<https://twitter.com/ScottGottliebMD>


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<p>stakeholder relevance</p>  <p>80%</p>	<p>tweetRelevance</p>  <p>0%</p>	<p>ecosystemAffinity</p>  <p>100%</p>	<p>ecosystemResonance</p>  <p>58%</p>	<p>globalReach</p>  <p>12%</p>
<p>locationRelevance</p>  <p>0%</p>	<p>descriptionRelevance</p>  <p>0%</p>	<p>influenceRank</p>  <p>30%</p>	<p>originatorScore</p>  <p>3%</p>	<p>digitalAccessibility</p>  <p>0%</p>

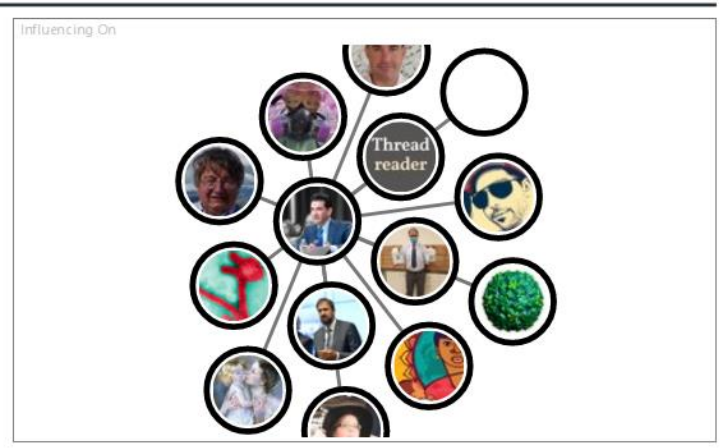
● number of Likes ● number of Statuses



● number of Followers ● number of Friends



Influence rank among other experts



**CoronaVirus** (482 stakeholders) - Corona Virus experts



**Telecom Industry** (208 stakeholders) - Telecom Executive And Leaders



Sighteer can be used to model and analyze the information flow in any industry

**Cyber Security** (466 stakeholders) - CSOs And Cyber Security Leaders



**CMOs US** (299 stakeholders) - CMOs and Marketing Leaders



# Analyzing Information Flow Among Epidemiologists

---



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**ScottGottliebMD**  
Resident Fellow @AEI. Partner @NEA. Contributor @CNBC. 23rd Commissioner of the @US\_FDA 2017 to 2019. @Pfizer @illumina @AetionInc @TempusLabs

<https://twitter.com/ScottGottliebMD>

interactions	interactionURL	interactionHappenedOn
0%	there are signs of slowing in some areas. The trip down the epidemic curve will	4/26/2020 12:33:01 PM
-100%	@ScottGottliebMD tweeted: Daily confirmed cases in Africa are building. https://t.co/5W4z3zQYD	4/28/2020 3:13:41 AM
-100%	@ScottGottliebMD replied: Some models like dosely watched IHME predict a symmetric epidemic curve, where slope of decline is proportional to slope of the rise. That was mostly the case in China, but not in Italy. And it won't be the case in U.S. Our dedine will be far more gradual, similar to Italy. 2/n https://t.co/PJQ5bQ4RNs	4/26/2020 12:36:01 PM
0%	@ScottGottliebMD tweet-quoted Re-upping this thread from April 5th for some context on how remdesivir fits into a better toolbox for the Fall. https://t.co/5AuJguvWsc "@ScottGottliebMD: THREAD: If we'd taken certain steps in winter - and recognized #coronavirus had characteristics we always feared in its balance between transmissibility and lethality - we may be in different position now. Let's not have to say in the fall we wish we'd done more in the spring."	4/29/2020 1:51:07 PM
0%	@ScottGottliebMD tweeted: THREAD: What is the significance of news today that there may be a drug active against covid? It's a beginning: The start of our ability to build a much better toolbox to combat the infection, mitigate risk today as well as from outbreaks that are likely to occur this Fall. 1/n	4/29/2020 8:07:34 PM
14%	@ScottGottliebMD tweeted: New York City's Department of Health sent an alert to providers advising them against using antibody tests to diagnose prior covid infection or to assess immunity because of low reliability and high rates of false positive results. This is a good regulatory action by the city. https://t.co/2o68NowbtO	4/24/2020 1:31:46 PM
0%	@ScottGottliebMD replied: We all want this to be over. And things are mostly trending in right direction. But we're still very much in the thick of the epidemic. What we do over next few weeks will determine if we can get this wave more firmly behind us, or whether covid remains a combustible threat. 4/n https://t.co/SvcpG6u5Rg	4/26/2020 12:43:20 PM
-100%	@ScottGottliebMD tweeted: New: Study of 318 outbreaks in China found transmission occurred out-of-doors in only one, involving just 2 cases. Most occurred in home or public transport. Raises key chance for states to move services outdoors (religious, gym classes, restaurants, etc). https://t.co/lsg5DGxRWa https://t.co/Z5n1b52h8V	4/23/2020 1:55:01 PM
14%	@ScottGottliebMD tweet-quoted Securing a global supply of a covid vaccine will take extraordinary effort. More likely, unless multiple manufacturers can get to a vaccine simultaneously, we'll initially be supply constrained, perhaps significantly. Mitigating these challenges will require unusual collaboration https://t.co/7bMs27guZ4 "@T_Inglesby: The makings of an incredible international collaboration on COVID vaccine development. Mystifying that the US is not a part of it. https://t.co/6RXE7qLhHq"	4/25/2020 6:06:05 PM
0%	@ScottGottliebMD tweeted: In U.S., slope of curve coming down covid epidemic far more gradual than slope going up, and for most of country, new cases have only plateaued or are still rising, and we hover around 30,000 total daily cases; 2,000 deaths. Some states are declining (OH, ID, FL, SD). Many aren't https://t.co/kPONuGuhK8F	4/30/2020 10:36:17 AM
-100%	@ScottGottliebMD replied: @megtirrell That's a pretty broad range for the assumed specificity. Wonder how they corrected for that.	4/24/2020 1:37:38 AM
-100%	@ScottGottliebMD tweeted: As testing starts to expand more sharply, case counts may grow as we capture greater share of community spread. Key to understanding epidemic over period where testing is growing, but epidemic hopefully declining, is to see	4/28/2020 11:57:40 PM

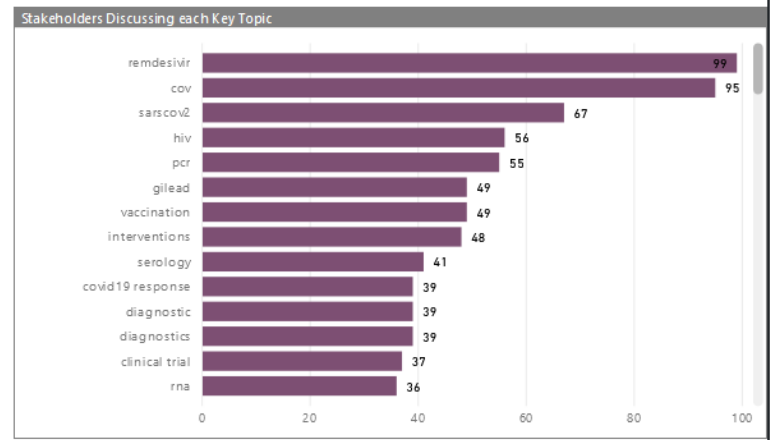
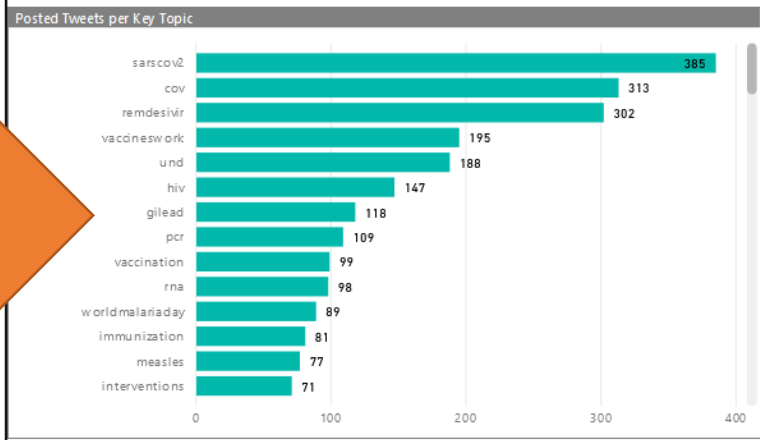
Newsworthiness = Combined  
Wisdom of the Experts

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Unique topics discussed (vs. general public)

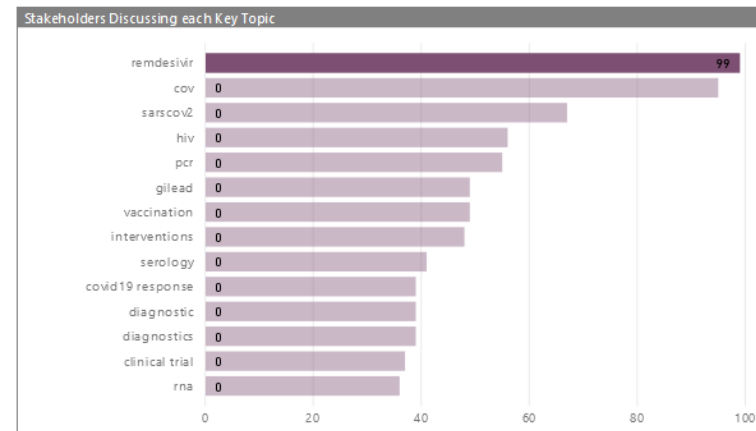
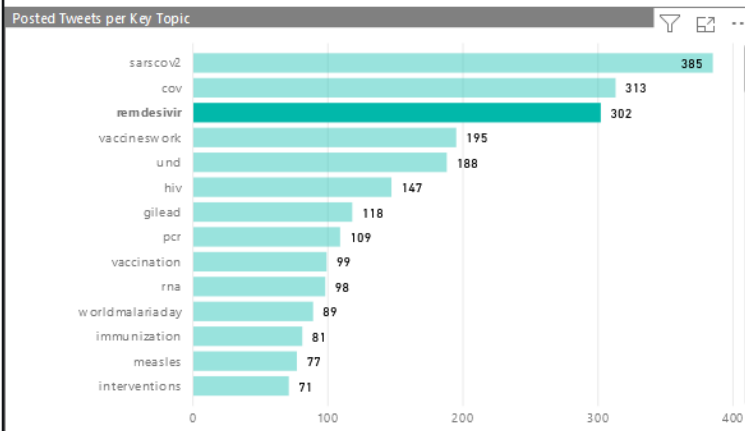


ownerProfileImage	ownerScreenName	ownerDescription	newsworthiness	interactionDescription	interactionURL	interactionHar...
	trvr	Scientist @fredhutch, studying viruses, evolution and immunity. Collection of #COVID19 threads here: https://t.co/Yc4fun5rcp	100%	@trvr tweeted: If we're going to manage a #TestTracelolate solution to the #COVID19 epidemic we need a massive scale up in testing. There are some really exciting initiatives here. 1/9	<a href="https://twitter.com/trvr/status/1253880780830326786">https://twitter.com/trvr/status/1253880780830326786</a>	4/25/2020 2:57
	trvr	Scientist @fredhutch, studying viruses, evolution and immunity. Collection of #COVID19 threads here: https://t.co/Yc4fun5rcp	100%	@trvr tweeted: If we're going to manage a #TestTracelolate solution to the #COVID19 epidemic we need a massive scale up in testing. There are some really exciting initiatives here. 1/9	<a href="https://twitter.com/trvr/status/1253880780830326786">https://twitter.com/trvr/status/1253880780830326786</a>	4/25/2020 2:57
	trvr	Scientist @fredhutch, studying viruses, evolution and immunity. Collection of #COVID19 threads here: https://t.co/Yc4fun5rcp	100%	@trvr tweeted: If we're going to manage a #TestTracelolate solution to the #COVID19 epidemic we need a massive scale up in testing. There are some really exciting initiatives here. 1/9	<a href="https://twitter.com/trvr/status/1253880780830326786">https://twitter.com/trvr/status/1253880780830326786</a>	4/25/2020 2:57
	Surgeon_General	U.S. Surgeon General VADM Jerome M. Adams. (Note: Tweets prior to 9/12/17 were from previous Surgeons General.)	82%	@Surgeon_General tweeted: Washing your hands remains one of the best ways to prevent the spread of #COVID19. Here are 3 things you should know about properly washing your hands: https://t.co/cn58cFjYb	<a href="https://twitter.com/Surgeon_General/status">https://twitter.com/Surgeon_General/status</a>	4/29/2020 2:16

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Interactions

ownerProfileImage	ownerScreenName	ownerDescription	newsworthiness	interactionDescription	interactionURL	interactionHar...
			33%	@BhadeliaMD tweeted: Ok so it looks like there is a lot of confusion on this remdesivir news. Here is a lay person summary.  There are numerous on going trials on remdesivir. Gilead, the manufacturer has 2- one in severe patients getting either 5 or 10 days, one in moderate patients w control arm.	<a href="https://twitter.com/BhadeliaMD/status/125550923069">https://twitter.com/BhadeliaMD/status/125550923069</a>	4/29/2020 2:48
	megtrirell	Senior health & science reporter @CNBC	32%	@megtrirell tweeted: "I'm quite confident that science will come through." I got 45 minutes with Columbia's Dr David Ho yesterday to discuss his work on #COVID19 treatments & his thoughts on the rest of the field. His take on remdesivir, chloroquine & IL-6 antibodies here: <a href="https://t.co/qqt1fOZ17M">https://t.co/qqt1fOZ17M</a>	<a href="https://twitter.com/megtrirell/status/1254071662884130816">https://twitter.com/megtrirell/status/1254071662884130816</a>	4/25/2020 3:35
	megtrirell	Senior health & science reporter @CNBC	30%	@megtrirell tweeted: Dr Fauci shared some details from the NIAID remdesivir study just now in the Oval Office, per pool report:  Primary endpoint of trial was time to improvement- 11 days on remdesivir vs 15 days on placebo	<a href="https://twitter.com/megtrirell/status/1255529371227561988">https://twitter.com/megtrirell/status/1255529371227561988</a>	4/29/2020 4:08
	HelenBranswell	Sr writer, infectious diseases @statnews. Conspiracy theory free zone. I block rude, radism. Please consider Googling first. #coronavirus #Covid19 #Ebola	20%	@HelenBranswell tweeted: Eagle-eyed Ed Silverman @pharmalot spotted some #remdesivir data today from a Chinese study that ended early & showed no benefit. #Gilead says the report mischaracterized what was seen. Ed, @adamfeuerstein & @matthewherper assess. <a href="https://t.co/xkLGMbUEC8">https://t.co/xkLGMbUEC8</a>	<a href="https://twitter.com/HelenBranswell/status/1255529371227561988">https://twitter.com/HelenBranswell/status/1255529371227561988</a>	4/23/2020 4:55

High Newsworthiness = Truth!



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Eran Reshef  
@ReshefE

Thread

**Dr. Nahid Bhadelia** @BhadeliaMD

Ok so it looks like there is a lot of confusion on this remdesivir news. Here is a lay person summary.

There are numerous on going trials on remdesivir. Gilead, the manufacturer has 2- one in severe patients getting either 5 or 10 days, one in moderate patients w control arm.

5:48 PM · Apr 29, 2020 · Twitter Web App

222 Retweets 526 Likes

**Dr. Nahid Bhadelia** @BhadeliaMD · Apr 29

Replying to @BhadeliaMD

In addition, there is a Chinese study in sicker patients (data pending).

And NIAID study in hospitalized patients with control arm.

And a WHO/INSERM study

[gilead.com/purpose/advanc...](https://gilead.com/purpose/advanc...)

2 15 74

**Dr. Nahid Bhadelia** @BhadeliaMD · Apr 29

Today, Gilead released data on its trial w sick patients (no control) that showed outcomes same in 5 and 10 da. Gilead also preempted NIAID saying that the NIAID study (with control arm) met its primary outcome: time to recovery.

6 14 70

**Dr. Nahid Bhadelia** @BhadeliaMD · Apr 29

NIAID has now announced it will release information about its trial at coronavirus briefing TODAY.

All together, today's news: watch to check if NIAID confirms positive results. If true, Gilead trial tells us 5 & 10 d courses both good- so drug supply goes twice as far

2 18 89

**Dr. Nahid Bhadelia** @BhadeliaMD · Apr 29

We have prior abstract that was released about the Chinese study with sicker patients that supposedly showed no mortality benefit but no one has yet seen the study. We need to look at results of this study when published as well.

4 8 55

**Dr. Nahid Bhadelia** @BhadeliaMD · Apr 29

We additionally need to watch for results from Gileads study of moderately ill patients

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**Dr. Nahid Bhadelia** @BhadeliaMD [Follow](#)

Infectious Dis MD, Assoc Prof @BUMedicine; Dir., Special Pathogen Unit @The\_BMC @NEIDL; Human Security @fletcherschool; HealthSyst/Outbreaks; @MSNBC contributor

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**#Recovery4All**

1,533 Tweets

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## Coronavirus - Race for Cure

An interactive timeline built by Sighteer's algorithmic content platform and representing the combined wisdom of thousands of experts. The timeline is generated from trusted sources using artificial-intelligence analysis of multiple information flow models.

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Active Topics (click to toggle) [remdesivir](#) [antibodies](#) [vaccine](#) [clinical trial](#)

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1 day ago

20%

vaccine

Truth - Top News By Experts about Corona Vaccine

### Opinion | At Least 89 Vaccines Are Being Developed. It May Not Matter.

A coronavirus vaccine won't stop the pandemic without all countries having access to it. By Dr. Berkley is the chief executive of Gavi, the Vaccine Alliance, a public-private partnership that helps provide vaccines to developing countries. If an effective and safe coronavirus vaccine were available today, would it be enough to stop this pandemic?

Nytimes

[Epidemiologists](#)



1 day ago

17%

vaccine

### Opinion | America Needs to Win the Coronavirus Vaccine Race

The first nation to develop a vaccine for Covid-19 could have an economic advantage as well as a tremendous public-health achievement. Doses will be limited initially as suppliers ramp up, and a country will focus on inoculating most of its own population first.

WSJ

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Top Twitter "News" about Corona Vaccine

Search: vaccine corona

Top Latest People Photos Videos

**Elvis Chinedu** @ElvisChinedu12 · Apr 30  
 VIDEO: COVID-19 UPDATE FROM EDO NIGERIA.  
 The Chinese have finally arrived Edo state with their deadly **corona virus Vaccines**.  
 Governor Obaseki is now ready to infect all the people in Edo state with this deadly virus regardless of what is happening in KANO STATE

**Nobel The Indaboski** @vhic3adibe · Apr 27  
 Senegal \$1 **corona** virus testing kit and race for a **vaccine**. They also invented a \$60 ventilator, for a country with small budget. They are currently having a high recovery rate. Kudos. I don't have anything to say to The Giant of Africa ... 😊 Just continue.

**lil duval** @lilduval · Apr 24  
 So after hearing trump say let's consider drinking bleach to kill **corona** y'all feel comfortable with the **vaccine** he gon approve for u to take?

**Faisal Ali S** @FaisalAliPTI · Apr 27

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- Politics · Trending  
**#CancelRent**  
 13.9K Tweets
- Business & finance · Trending  
**Elon**  
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**#Recovery4All**  
 1,652 Tweets

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Sighteer can algorithmically generate content about any industry

## Test your Cyber Security and Privacy knowledge

1. The Xiaomi Mint Browser (and several others produced by them) send the URLs you visit to remote \_\_\_\_\_ - whilst you are in normal browsing mode or Incognito...

- cheat
- lay
- lethal
- servers

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# Model Based Marketing

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Model



Analyze



Recommend

- Primary Use Cases:
  - Build brand equity in specific niches and geographies
  - Generate awareness (top of the funnel)
  - Corporate communication
  - Thought Leadership
  - Position executives as key-opinion-leaders

For More Information, visit [www.sighteer.com](http://www.sighteer.com) or contact:

Gabriel Sosnowiez

[gabriel@xceed.ch](mailto:gabriel@xceed.ch)

+41.(0)79.599.10.94