

11<sup>th</sup> May, 2026

## FOR IMMEDIATE RELEASE

### **Brand Medicine International** named “**Leading Innovators in Healthcare Digital Analytics 2026**” by **Global Healthcare & Pharma**

Brand Medicine International, an independent, Sydney-based specialist consulting and market research firm focused on *Search Listening*, has been singled out for this achievement. The award recognises Brand Medicine International’s innovative methodologies for tapping into aggregated, anonymised search query data to uncover actionable healthcare insights, helping organisations understand what patients and healthcare professionals are *really* asking online and the information being served back by search engines shaping decisions that impact the entire healthcare ecosystem.

“Search query data is a living dataset, evolving in real time and loaded with nuances reflecting the reality of how people seek healthcare advice,” said **Julia Walsh**, Founder of Brand Medicine International. “This award is meaningful because it recognises a niche discipline we’ve helped pioneer: mapping the digital health information experience through the eyes of the end user, then transforming that view into strategy that improves outcomes for patients and performance for brands.”

#### **Converting the world’s health questions into actionable intelligence**

Brand Medicine International’s specific expertise, Search Listening (different and distinct from Social Listening) sits at the intersection of real-world patient behaviour, digital analytics, and healthcare strategy. The firm supports global healthcare and pharmaceutical teams (often Medical-led) with both quantitative and qualitative analysis across markets and languages, enabling organisations to identify:

- Universal themes that apply across regions and cultures
- Local-market nuances shaping patient journeys and treatment experience
- The language people use, as well as context and sentiment when people seek health advice
- How needs differ by stage of the patient and treatment journey
- Opportunities to improve information, education, and customer support in high-impact moments – for both patients and healthcare professionals

Because search data is high-volume, population-scale and constantly evolving, Brand Medicine International can surface highly representative insights, even in rare diseases, while also capturing shifts in demand and emerging concerns over time.

“Search query data can assist to calibrate strategy in real time, for example through the key phases of a launch, or to guide teams on how to manage a product recall.”

#### **Stepping through the looking glass: Analysing not only questions, also the answers people receive**

A defining feature of Brand Medicine International’s work is its holistic focus on the *real-world digital information experience*. Beyond analysing what is being searched, the firm also examines the answers users encounter online, revealing the content that is informing the narrative within a category and influencing the behaviour that shapes category dynamics.

This approach regularly uncovers what the team refers to as a ‘digital disconnect’: when sensitive, urgent, or highly personal health queries lead to content that is overly technical, outdated, irrelevant, or not designed to help someone make a safe next decision. That insight is then translated into practical guidance for clients to improve the quality and usefulness of the information ecosystem, one category and one market at a time.

### **Proprietary ‘Share of SERPs’ software: Quantitatively ranking the most influential websites in any category**

Brand Medicine International’s award-winning innovation includes its ability to identify, with precision, which websites are most influential in shaping understanding and behaviour in a healthcare category.

Using its proprietary **Share of SERPs** (Search Engine Results Pages) software, the firm quantifies digital share-of-voice to map the digital landscape. In addition to confirming the loudest online voices on a specific topic, this research is helping clients assess ROI on their owned websites, particularly how they perform relative to third party sites in the category, and enabling them to set measurable future digital KPIs.

These insights guide efficient, evidence-based decisions about where to focus effort. By identifying the most influential sites clients can engage in targeted content co-development with publishers, in-site advertising, and strategic linking. All these actions strengthen a brand’s overall digital footprint beyond owned channels.

### **Built for the AI era: Predicting which websites shape ‘answer engine’ responses to health queries**

As AI-powered answer engines such as ChatGPT, Perplexity, and Google Gemini are increasingly adopted by patients who then engage in ‘zero-click’ health research, Brand Medicine International has evolved its methodologies to address the rising risk of concentrated misinformation delivered via these channels.

The firm now leverages its quantitative share-of-SERPs analysis to help predict which websites within a category are most likely to be used by AI systems to generate answers across platforms. This produces a targeted shortlist of high-impact sites for clients to audit, supporting efficient ‘digital housekeeping’ to remove misinformation, thus reducing the downstream risk as AI systems repackage content at scale.

### **A mission-driven model with commercial impact**

At the heart of the company’s work is a clear purpose: **to help “clean up the internet for patients.”** By connecting people with evidence-based, locally relevant, and up-to-date information, especially when they are searching alone and feeling stressed by their health concerns, Brand Medicine International helps clients from government, to pharma and charities such as the Guide Dog Association, to reduce confusion, improve navigation of the patient journey, and support better quality use of medicines.

The win-win, Julia Walsh, Founder and CEO, notes, is that these same insights also help healthcare organisations meet strategic goals: informing positioning, messaging, content strategy, medical education programs, and even initiatives such as clinical trial recruitment and research to support scientific publications.

### **Enquiries**

Brand Medicine International welcomes conversations with healthcare and pharmaceutical teams seeking to strengthen category understanding, sharpen brand strategy, and future-proof digital performance in an AI-disrupted information environment. We work with major pharmaceutical companies around the world and undertake our research in many languages. No project too big or too small – call us today!

### **Media Contact**

Julia Walsh

Founder & CEO,

Brand Medicine International Pty. Ltd.

e) [Julia@brandmedicine.com.au](mailto:Julia@brandmedicine.com.au)

m) +61 (0) 466 683 009

[www.brandmedicine.com.au](http://www.brandmedicine.com.au)

