

**TRANSFORMING BRAND REPUTATION AT HEALTHCARE TECHNOLOGY
PIONEER: FROM DATA INFORMED ACTIVITY TO DATA INFORMED IMPACT****ROUNDTABLE CHAIRS**

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ROUNDTABLE SUMMARY

The threat of misinformation/disinformation, largely spread online, increasingly influences public opinion in the negative, making it critical for companies to more effectively promote and protect the reputation of their brand. Reputation teams today have access to large volumes of data (on themselves as well as their competitors), making reputation measurement a truly quantitative endeavor. However, access to so much data presents a unique challenge, that of unifying and extracting meaningful insights from diverse sources of information spanning multiple stakeholders. Join us for an engaging discussion highlighting how Medtronic partnered with MAHA Global – using MAHA’s integrated reputation platform ‘Darwin’ – to transform its reputation measurement into a set of predictive metrics that can serve all of Medtronic’s various stakeholders.

The objective of this roundtable discussion is to share how it's now possible to positively transform a company's reputation through deep analytics, providing forward looking insights to leadership and building trust with key stakeholders.

ROUNDTABLE KEY TAKEAWAYS

1. Traditional methods of reputation assessment rely on imprecise measures, lagging brand indicators and lack of context into business impact. Organizations need a wholesale transformation of their reputation measurement strategy.
2. In addition to measuring public perception (what people think and say about a company), companies must also monitor their actual behavior (including how they are performing relative to their competition). Understanding the differences between what companies actually do, and how they are perceived, can empower organizations to combat misinformation and prioritize their messages around factors that have the greatest influence on their corporate reputations.
3. With the right analytical tools, it is now possible to generate insights that not only build on what people think, feel and say, but also provide real-time competitive intelligence that helps predict the actions a company can take to build and protect their reputation. Meaningful changes in behavior can impact perception and reputation, and together these changes can impact financial performance.