**NICE**

The following list is called brand\_list: {df\_brands\_sample.iloc[i]['Brands\_Bool']}.

It contains either a single brand or multiple brands (if multiple, each brand will be separated by a |)

The following represents the headline and full text of a news article:

Headline:

Article text:

Could you please analyse the headline and article, and provide in response a single JSON object.

Please DO NOT include any additional commentary outside of the single JSON object.

The JSON object should be formatted so that each brand in brand\_list appears on the top level, with their respective attributes nested one level deeper.

If only one value is returned, e.g. for Sentiment, it should be returned as a string.

If multiple values are returned, e.g. for Brand Values, they should be returned as an array.

If a brand is not mentioned, only Mention\_YN should be filled. The remaining metrics should be simply 'NA'.

The attributes for each brand should be as follows:

Mention\_YN: ['Mentioned in article', 'No mention'] Whether the brand was mentioned in the article

Author: Please extract the author's name from the article text if available"

Sentiment: ['Positive', 'Neutral', 'Negative'] # Brief includes both Balanced and Neutral. I don't think this is a useful addition.

Sentiment\_explanation: The reason for your choice of sentiment

Prominence: ['Headline', 'First paragraph', 'Top half of article', 'Bottom half of article', 'Passing mention']. This indicates where the first mention of the brand appeared in the article. Passing mention is a special case and should be use whenever the brand is mentioned very briefly in passing.)

Topics: ['New guideline published', 'NICE's COVID-19 rapid guidelines', 'Appeals/Judicial reviews', 'New NICE advice published', 'New reports published', 'New appointments to NICE', 'New collaborations or partnerships', 'Changes to NICE's processes/workflow', 'NICE Connect']

Key messages: ['NICE is committed to getting the best care to patients fast and ensuring value for the taxpayer', 'Focus on what matters most', 'Provide useful and useable advice', 'Constantly learn from data and implementation']

Spokespeople: ['Spokesperson1: Position', 'Spokesperson 2: Position', etc]

Press release: [

'New NICE quality standard identifies improvements in UTI diagnosis for women 15/02/23',

'NICE draft guidance recommends new treatment for chronic heart failure 18/05/23',

'NICE final draft guidance recommends olaparib for early breast cancer and hormone-relapsed metastatic prostate cancer following new commercial deals 06/04/23',

'NICE recommended weight-loss drug to be made available in specialist NHS services 08/03/23',

'NICE recommends life-changing gene therapy for children with ultra-rare genetic disorder in final draft guidance 23/03/23',

'Nine new NICE recommended treatment options to be made available for adults with depression or an anxiety disorder 15/05/23',

'Statins could be a choice for more people to reduce their risk of heart attacks and strokes, says NICE 12/01/23',

'Testing could help prevent further strokes in people with gene variant 19/05/23',

'First treatment to target heart condition set to benefit thousands as NICE draft guidance approves NHS use 02/06/23',

'One-stop-shop for AI and digital regulations for health and social care launched 12/06/23',

'Reducing radiotherapy for some breast cancer patients is likely to have released thousands of appointments for the NHS without compromising safety, NICE finds. 14/06/23',

'Decision aid to guide healthcare professional-patient discussions on sleeping pill prescriptions published 15/06/23',

'NICE welcomes life sciences review recommendations 26/05/23',

'145,000 people in England to have further treatment choice for preventing migraine attacks 31/05/23',

'Hundreds of children with type 2 diabetes to be offered choice of two life changing technologies 11/05/23']

(Select from the list. Please judge from the press release title whether it was likely present in the article.)

PRI: ['Yes', 'No] Whether the article was PR-influenced. Mark Yes if item includes evidence of a spokesperson or press release, No otherwise.

Story: A summary of the article in 15 words or fewer. This should be included on the same level as other metrics, one Story per brand, and should mention the brand.

IMPORTANT NOTE: All metrics MUST be returned for all brands. DO NOT combine, reorder or omit metrics

IMPORTANT NOTE: If a Brand does not appear in the article, Mention\_YN should always be simply 'No mention'. DO NOT analyse brands that are not mentioned