

FirstView Barriers – An Analysis of Market Barriers in Multiple Sclerosis (EU5)

<https://marketpublishers.com/r/FF89FF21E80EN.html>

Date: February 2015

Pages: 0

Price: US\$ 4,995.00 (Single User License)

ID: FF89FF21E80EN

Abstracts

FirstView Barriers – An Analysis of Market Barriers in Multiple Sclerosis (US) provides cutting edge, advanced and proprietary analytics that companies operating in the MS space need to develop, shape and refine brand strategy.

Critically, the report quantifies the impact and influence of specific environmental barriers – such as price, availability and reimbursement – in relation to how much market share your brand gains and loses, to which brands your share is going to, and from which brands your brand is getting share from.

The proprietary barrier instrument utilizes statistical analysis and advanced calculation to provide you with this precise information. This information allows you to act strategically and focus on the market barriers that can drive market share gains and improve competitiveness for your brand.

Key Issues Expored

Each brand's current user base, plus doctors who are not current users but would consider using it

In the market, the percentage of prescriptions influenced by barriers, the barriers experienced and the volume of prescriptions these barriers represent

Amount of share each brand gains/loses due to the barriers

Get Answers to Critical Questions

What brands are physicians across the major markets of Europe – France, Germany, Italy, Spain, the UK prescribing to their MS patients?

What is the top market barrier that forces a physician to prescribe a drug they didn't intend to?

Which MS drug gains the most and least share due to current market barriers?

Which MS drug is benefiting the most from current market barriers?

What are the most common barriers in the US that cause a brand to gain and lose market share?

MS Brands Reviewed

Avonex (interferon-beta-1a)

Rebif (interferon-beta-1a)

Betaseron (interferon-beta-1b)

Extavia (interferon-beta-1b)

Copaxone (glatiramer acetate; including daily and 3x weekly formulations)

Gilenya (fingolimod)

Tecfidera (dimethyl fumarate)

Aubagio (teriflunomide)

Tysabri (natalizumab)

Methodology

Sample Distribution

150 neurologists in the France, Italy, Spain, Germany and the UK.

Interviewing Methodology

Data collected via a 10-minute questionnaire.

Screening Criteria

See at least 2 relapsing/remitting MS patients in past month

Have been in active practice 2+ years

Prescribed at least one of the listed products

About FirstWord Reports

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. FirstWord Reports provide expert views and intelligence on the challenges facing pharma today in these topic areas: Biosimilars, Market Access, Medical Affairs, Sales & Marketing, Technology, Therapy Areas.

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

Contents

1. CURRENT USER BASE AND OVERALL MARKET BARRIER IMPACT

- 1.1.Current usage and consideration
- 1.2.Overall market barrier impact
- 1.3.Losses and gains due to barriers
- 1.4.Barrier effect score

2. BRAND SPECIFIC BARRIER IMPACT

- 2.1.Why do I lose or gain share?
- 2.2.Who gets my share?
- 2.3.Who's share do I get?

3. APPENDIX

- 3.1.Physician profile
- 3.2.Barrier effect score summary

I would like to order

Product name: FirstView Barriers – An Analysis of Market Barriers in Multiple Sclerosis (EU5)

Product link: <https://marketpublishers.com/r/FF89FF21E80EN.html>

Price: US\$ 4,995.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/FF89FF21E80EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970