

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

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## Abstracts

FirstView Barriers – An Analysis of Market Barriers in Multiple Sclerosis (EU5) 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 US physicians prescribing to their MS patients?/BulletPoint>

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

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

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

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

## 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

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