

# Market Access Impact (EU5) [Haemophilia B]

https://marketpublishers.com/r/M0C6824ADA0EN.html

Date: June 2017

Pages: 0

Price: US\$ 5,145.00 (Single User License)

ID: M0C6824ADA0EN

#### **Abstracts**

Leading brands have room to grow

At least 30% of the haematologists we surveyed don't prescribe the 7 leading haemophilia B treatments we asked them about. But most are willing to consider them, so there's room for brands to grow. To seize that opportunity, you need to understand the market barriers that are preventing doctors from prescribing your brand, and address the ones that are costing you market share.

Market Access Impact: Haemophilia B (EU5) shows you how 7 barriers affect your market share, revealing which competitors you take share from, and which ones gets your lost share.

Based on a survey of 150 haematologists, the report covers 6 major therapies from CSL Behring, Pfizer, Shire, and Swedish Orphan Biovitrum.

Top Takeaways

Top Takeaways

Barriers affect a fifth of prescriptions: The two biggest barriers are responsible for nearly half of that impact.

There's room to grow: None of the surveyed brands is prescribed by more than about 75% of doctors, but most doctors are willing to consider brands they don't currently prescribe.

Downward pressure: Net share losses tend to be bigger than net gains, largely because brands are losing additional share to other brands not included in the



survey.

Barriers aren't a problem for all doctors all the time: For the most part, fewer than 20% of doctors experience any one barrier with a given brand.

One brand suffers disproportionately: Overall, more doctors tend to experience most barriers with this brand.

Eliminating barriers would break the tie for last place: One brand would get a market share boost of nearly 2%, bumping it into 5th place and putting it in contention for 4th.

Insight into 6 Major Haemophilia B Drugs

Alprolix (eftrenonacog alfa; Swedish Orphan Biovitrum)

BeneFIX (nonacog alfa; Pfizer)

Feiba (Anti-Inhibitor Coagulant Complex; Shire)

Idelvion (albutrepenonacog alfa; CSL Behring)

MonoNine (Coagulation Factor IX [human]; CSL Behring)

Rixubis (nonacog gamma; Shire)

Exploring on Market Access issues

Market Access Impact: Haemophilia B (EU5) explores key issues affecting drug manufacturers. You'll learn:

How barriers affect market access:

Which brands are physicians prescribing the most?

How are prescribing decisions being affected by market barriers?



Are some barriers having more impact than others?

How barriers affect your brand:

How many doctors prescribe your brand? How many don't, but would consider it?

Why don't doctors prescribe your brand? What do they choose instead?

Which competing brands does your brand take market share from?

A Report Based on Expert Knowledge

We surveyed 150 medical haematologists—30 from each EU5 country (France, Italy, Germany, Spain, UK)—chosen from the largest community of validated physicians in the world

All respondents have:

Been practising for 2+ years

Prescribed at least one of the listed products

Seen at least 5 patients with haemophilia B in total in the last month

We conducted the survey between 1st and 12th May 2017.

About FirstWord

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 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.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.



## **Contents**

- 1.WHAT ARE MARKET BARRIERS?
- **2.ABOUT THIS REPORT**
- **3.ABOUT THE SURVEY**
- **4.BRANDS INCLUDED IN THE SURVEY**
- **5.EXECUTIVE SUMMARY**



#### I would like to order

Product name: Market Access Impact (EU5) [Haemophilia B]

Product link: https://marketpublishers.com/r/M0C6824ADA0EN.html

Price: US\$ 5,145.00 (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 <a href="https://marketpublishers.com/r/M0C6824ADA0EN.html">https://marketpublishers.com/r/M0C6824ADA0EN.html</a>

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
	Custumer signature

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

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