

# Market Access Impact (EU5) [Myeloma]

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## Abstracts

Find out why doctors can't prescribe your brand, and what you can do about it

Market barriers only affect 19% of multiple myeloma prescriptions in the EU5 countries, and the split between brands that gain and lose market share because of them is pretty even. But a willingness to prescribe certain brands, and high levels of awareness, could be the light at the end of the tunnel for companies promoting multiple myeloma treatments in the EU5 markets.

Find out how doctors see your brand, and whether market barriers are dragging your market share down, in Market Access Impact: Multiple Myeloma (EU5).

Based on a survey of 150 medical oncologists and haematologists, the report covers 7 major therapies from Janssen Biotech, Genmab, Novartis, Amgen, Takeda and Celgene. Handy graphs and charts show you how 7 barriers affect your market share, revealing which competitors you gain share from, and lose it to.

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### Top Takeaways

No clear winners or losers. Of the 7 brands included in the survey, 4 gain market share and 3 lose market share. Where does your brand come in the pecking order?

No one barrier is to blame. Most of the 7 barriers covered in the report affect the same amount of prescriptions.

Barrier impact is small. Over 45-65% of surveyed doctors experience only one barrier with any given brand, but for some brands that climbs to 3 barriers.

Cost isn't the biggest barrier. While treatment costs do have an impact on prescribing patterns, two other barriers have more of an impact; find out what they are.

Understanding the fine margins could be the difference. The overall barrier impact in EU5 markets is smaller compared to the US, but knowing what commercial levers to pull could make all the difference.

## Insight into 7 Major Multiple Myeloma Treatments

Darzalex (daratumumab; Janssen Cilag/Genmab)

Farydak (panobinostat; Novartis)

Kyprolis (carfilzomib; Amgen)

Imnovid (pomalidomide; Celgene)

Revlimid (lenalidomide; Celgene)

Thalidomide (thalidomide; Celgene)

Velcade (bortezomib; Takeda)

## Exploring Market Access Barriers

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

How barriers affect market access:

What brands do doctors prescribe the most?

How many prescriptions do barriers affect?

Which barriers have the biggest impact?

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 prescribe instead?

Which competing brands does your brand take market share from?

A Report Based on Expert Knowledge

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

All respondents:

Have been practicing for 2+ years

Prescribed at least one of the listed products

Seen at least 5 patients with NSCLC in total in the last month

We conducted the survey between September 1-12, 2017

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