

Market Access Impact (EU5) [Parkinson's Disease]

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Abstracts

Is patient preference costing your brand market share?

Market barriers affect nearly 15% of Parkinson's disease prescriptions in the EU5 countries, causing half of the 8 brands we surveyed to lose market share while the other half gain. Patient-related barriers are the main culprits, but understanding the unique combination of barriers and competitive dynamics your brand faces is critical if you want to win back your lost share.

Learn how 7 barriers affect your market share, see who you take share from, and who gets your lost share in Market Access Impact: Parkinson's Disease (EU5).

Based on a survey of 150 neurologists from the EU5 countries, the report covers 8 major therapies from Abbvie, Britannia Pharmaceuticals, GlaxoSmithKline, Novartis, Pfizer, Stada, Teva, UCB, and Zambon.

Top Takeaways

Barriers affect nearly 15% of prescriptions: Almost all of that impact is due to patient-related barriers and cost.

As many brands gain share as lose it: 4 of the surveyed brands lose share because of barriers, the other 4 gain.

Patient-type restrictions are a big problem for two brands: Nearly 40% of doctors can't prescribe these brands because they're only recommended for certain patient type.

One brand is too expensive: Roughly a quarter of doctors can't prescribe it due

to cost. By comparison, fewer than 10% experience cost barriers with any other surveyed brand.

Another brand has a huge perception problem: More than half of surveyed doctors would not consider prescribing it.

Doctors experience few barriers overall: 65% or more of surveyed doctors only experience 1 barrier or less with any given brand.

Insight into 8 Major Parkinson's disease Drugs

Apokinin (apomorphine SC; Britannia Pharmaceuticals/Stada)

Azilect (rasagiline; Teva)

Comtan (entacapone; Novartis)

Dostinex (cabergoline; Pfizer)

Duodopa (levodopa/carbidopa intraduodenal; Abbvie)

Neupro (rotigotine; UCB)

Requip (ropinirole; GlaxoSmithKline)

Xadago (safinamide; Zambon)

Exploring Market Access Barriers

Market Access Impact: Parkinson's Disease (US) 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

We surveyed 100 US-based neurologists, chosen from the largest community of validated physicians in the world.

All respondents have:

Been practicing for 2+ years

Prescribed at least one of the listed products

Seen at least 5 patients with Parkinson's disease in the last month

We conducted the survey between June 1st and 7th, 2017.

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