

## Market Access Impact (EU5) [T2DM] (Orals)

<https://marketpublishers.com/r/MD9B4C25D1DEN.html>

Date: October 2017

Pages: 0

Price: US\$ 2,575.00 (Single User License)

ID: MD9B4C25D1DEN

### Abstracts

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

Market barriers affect just under a fifth of prescriptions for oral treatments for Type 2 Diabetes Mellitus in the EU5 countries, and more brands lose market share because of them. Certain barriers are contributing more than most to these declines, but it might not be what you'd expect from such a highly competitive space.

Find out how doctors see your brand, and whether market barriers are dragging your market share down, in Market Access Impact: Type 2 Diabetes Mellitus (Orals) (EU5).

Based on a survey of 150 diabetologists and primary care physicians, the report covers 9 major therapies from AstraZeneca, Boehringer Ingelheim, Eli Lilly, Janssen Cilag, Merck Sharp & Dohme and Takeda. Handy graphs and charts show you how 7 barriers affect your market share, revealing which competitors you gain share from, and lose it to.

Not your market? Click here to see the US Edition.

Request sample pages

Top Takeaways

More brands lose market share than gain. Of the 9 brands included in the survey, 8 lose market share. What product takes the spoils, and 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. Between 34-57% of surveyed doctors experience no barriers, with the vast majority of remaining physicians experiencing only one barrier.

Cost isn't the biggest barrier. While treatment costs do have an impact on prescribing patterns, four other barriers have the same or 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 9 Major Oral Type 2 Diabetes Mellitus Treatments

Forxiga (dapagliflozin; AstraZeneca)

Glyxambi (empagliflozin/linagliptin; Eli Lilly/Boehringer Ingelheim)

Invokana (canagliflozin; Janssen Cilag)

Januvia (sitagliptin; Merck Sharp & Dohme)

Jardiance (empagliflozin; Eli Lilly/Boehringer Ingelheim)

Onglyza (saxagliptin; AstraZeneca)

Qtern (saxagliptin/dapagliflozin; AstraZeneca)

Trajenta (linagliptin; Eli Lilly/Boehringer Ingelheim)

Vipidia (alogliptin; Takeda)

## Exploring Market Access Barriers

Market Access Impact: Type 2 Diabetes Mellitus (Orals) (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

We surveyed 150 diabetologists and primary care physicians—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 practicing for 2+ years

Prescribed at least one of the listed products

Seen at least 5 patients in total in the last month

We conducted the survey between November 6-15, 2017.

Money Back Guarantee!

At FirstWord, we stand behind our reports. If you're not completely satisfied, we'll refund your money. Guaranteed.

#### 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) [T2DM] (Orals)

Product link: <https://marketpublishers.com/r/MD9B4C25D1DEN.html>

Price: US\$ 2,575.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/MD9B4C25D1DEN.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