

Market Access Impact: Melanoma (US) 2018

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Abstracts

Market barriers affect just under a fifth of melanoma prescriptions. Is your brand losing out?

In the US, where market barriers affect just under a fifth of all melanoma prescriptions, the top brand has a significant lead over all other brands. Find out what's driving its share gains, and what your brand can do to level the playing field in Market Access Impact: Melanoma (US) [2018].

Based on a survey of 100 oncologists and dermatologists, the report covers 8 major therapies from Amgen, Bristol-Myers Squibb, Merck & Co., Novartis, and Roche. Handy graphs and charts reveal which of the 7 different barriers cost your brand the most market share, and which ones help you take the most from competitors.

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Top Takeaways

Barriers affect just under a fifth of all prescriptions: But cost and market access barriers affect more prescriptions than all other barriers combined.

Only one brand sees a significant share increase: Four brands gain share thanks to barriers, but the top-gaining brand sees a much bigger bump than the other three.

Two brands see significant losses: The two least prescribed brands each lose nearly 2% of their market share because of barriers.

Eliminating barriers would nudge two brands up in the rankings: the third-place brand would move up to second place and the eighth-place brand would edge out “other” brands’ aggregate score.

Only half of the surveyed brands are widely prescribed: More than 70% of surveyed doctors prescribe the top four brands, but only 30-60% prescribe the bottom three.

Three brands have perception problems: Up to nearly 20% of surveyed doctors either would not prescribe, or are not aware of these brands.

Insight into 8 Major Melanoma Drugs

Cotellic (cobimetinib; Roche)

Imlygic (talimogene laherparepvec; Amgen)

Keytruda (pembrolizumab; Merck & Co.)

Mekinist (trametinib; Novartis)

Opdivo (nivolumab; Bristol-Myers Squibb)

Tafinlar (dabrafenib; Novartis)

Yervoy (ipilimumab; Bristol-Myers Squibb)

Zelboraf (vemurafenib; Roche)

Market Access Impact: Melanoma (US) [2018] explores key issues affecting melanoma 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 medical oncologists and dermato-oncologists, chosen from the largest community of validated physicians in the world. All respondents have:P5

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 January 10-23, 2018.

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