

Market Access Impact: Multiple Sclerosis (US)

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Abstracts

Which MS drug gets the biggest market share bump when doctors can't prescribe rivals?

In the highly competitive multiple sclerosis (MS) treatment market, prescription barriers helped 5 of the 10 brands we surveyed eke out narrow market share gains while the other 5 lost out. Which barriers had the biggest impact? Are they the ones that helped the most prescribed brand gain three times as much market share as its closest rival?

Find out in Market Access Impact: MS. Request sample pages

The report covers 10 major MS drugs from Bayer, Biogen, EMD Serono, Genzyme, Novartis, and Teva. You'll learn which barriers cost your brand the most share, and see which competitors you're losing share to and taking it from—insight you can use to improve your market access strategy.

Not your market? Click here to see the EU report

TOP TAKEAWAYS

Highly competitive market: More than two thirds of the doctors surveyed prescribe eight of the ten brands covered in the report. Nearly all doctors prescribe the top two brands.

Half of brands benefit from barriers: But the most prescribed brand benefits the most, with a barrier-related gain three times as high as any competitor's.

Market access is the #1 issue: Barriers related to market access affect nearly as many prescriptions as all other barriers combined.

Excellent brand awareness and perception: Nearly all doctors surveyed are aware of the brands covered, and most of them are willing to consider brands they don't currently prescribe.

Clear market loser: More doctors experience barriers with one brand in particular. Not surprisingly, that brand is least prescribed, and sees a net share loss to all of the others.

Insight into 10 Major MS Drugs

Aubagio (teriflunomide; Genzyme)

Avonex (interferon beta-1a; Biogen)

Betaferon (interferon beta-1b; Bayer)

Copaxone (glatiramer acetate; Teva)

Gilenya (fingolimod; Novartis)

Lemtrada (alemtuzumab; Genzyme)

Plegridy (peginterferon beta-1a; Biogen)

Rebif (interferon beta-1a; Merck Group)

Tecfidera (dimethyl fumarate; Biogen)

Tysabri (natalizumab; Biogen)

Paragraph>Exploring Market Access Barriers

Market Access Impact: MS explores key issues affecting MS 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 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 MS in total in the last month

We conducted the survey between July 7th and 13th, 2016.

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Market Access Impact: Multiple Sclerosis (US)

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