+44 20 8123 2220
info@marketpublishers.com

Market Access Impact (US) [Cancer Pain]

https://marketpublishers.com/r/M959AAF2E98EN.html
Date: August 2017
Pages: 0
Price: US$ 5,145.00 (Single User License)
ID: M959AAF2E98EN

Abstracts

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

Market barriers affect nearly a quarter of cancer pain prescriptions in the US, and most brands lose market share because of them. According to the medical oncologists we surveyed, that's a problem with no single solution; many of them experience as many as 3 different barriers with any given brand, and for some brands that grows to 4.

Find out which barriers cost your brand the most market share, which competitors are taking it from you, and what you can do to win it back, in Market Access Impact: Cancer Pain (US).

Based on a survey of 100 medical oncologists, the report covers 6 major therapies from Teva, Mallinckrodt, Endo Pharmaceuticals, Purdue Pharma and Insys Therapeutics. Handy graphs and charts show you how 7 barriers affect your market share, revealing which competitors you gain share from, and lose it to.

Based on a survey of 150 medical oncologists from the EU5 countries (France, Germany, Italy Spain, UK), the report covers 10 major therapies from AstraZeneca, Boehringer Ingelheim, Bristol-Myers Squibb, Eli Lilly, Merck Sharpe & Dohme, Novartis, Pfizer/Merck Group, and Roche.

Not your market? Click here to see the EU5 report

Request sample pages

Top Takeaways

Most brands lose out. While every brand wins and loses share because of

barriers, 5 of the 6 surveyed brands see a net loss.

One brand leads the table, another can't catch a break. Find out which brand sees a net share gain from every other surveyed brand, and which one sees a net loss to every other brand.

No single barrier is to blame. 17% to 25% of surveyed doctors experience 3 or more barriers with the surveyed brands, with some experiencing 4 barriers.

Some brands have a perception problem. Up to 20% of doctors either wouldn't consider prescribing five of the surveyed brands, or haven't heard of them at all.

Cost is a huge problem for five brands. Between 25-40% of doctors experience cost barriers with these five brands. That's at least 15% more than the leading competitor.

Insight into 6 Major Cancer Pain Treatments

Actiq (fentanyl transmucosal; Teva)

Exalgo (hydromorphone CR; Mallinckrodt)

Opana (oxymorphone IR; Endo Pharmaceuticals)

Opana ER (oxymorphone ER Endo Pharmaceuticals)

Oxycontin (oxycodone CII; Purdue Pharma)

Subsys (fentanyl sublingual; Insys Therapeutics)

Exploring Market Access Barriers

Market Access Impact: Cancer Pain (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 medical oncologists, 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 NSCLC in total in the last month

We conducted the survey between September 1-12, 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.

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

Market barriers affect nearly a quarter of cancer pain prescriptions in the US, and most brands lose market share because of them. According to the medical oncologists we surveyed, that's a problem with no single solution; many of them experience as many as 3 different barriers with any given brand, and for some brands that grows to 4.

Find out which barriers cost your brand the most market share, which competitors are taking it from you, and what you can do to win it back, in Market Access Impact: Cancer Pain (US).

Based on a survey of 100 medical oncologists, the report covers 6 major therapies from Teva, Mallinckrodt, Endo Pharmaceuticals, Purdue Pharma and Insys Therapeutics. Handy graphs and charts show you how 7 barriers affect your market share, revealing which competitors you gain share from, and lose it to.

Based on a survey of 150 medical oncologists from the EU5 countries (France, Germany, Italy Spain, UK), the report covers 10 major therapies from AstraZeneca, Boehringer Ingelheim, Bristol-Myers Squibb, Eli Lilly, Merck Sharpe & Dohme, Novartis, Pfizer/Merck Group, and Roche.

Not your market? Click here to see the EU5 report

Request sample pages

+44 20 8123 2220
info@marketpublishers.com

Top Takeaways

Most brands lose out. While every brand wins and loses share because of barriers, 5 of the 6 surveyed brands see a net loss.

One brand leads the table, another can't catch a break. Find out which brand sees a net share gain from every other surveyed brand, and which one sees a net loss to every other brand.

No single barrier is to blame. 17% to 25% of surveyed doctors experience 3 or more barriers with the surveyed brands, with some experiencing 4 barriers.

Some brands have a perception problem. Up to 20% of doctors either wouldn't consider prescribing five of the surveyed brands, or haven't heard of them at all.

Cost is a huge problem for five brands. Between 25-40% of doctors experience cost barriers with these five brands. That's at least 15% more than the leading competitor.

Insight into 6 Major Cancer Pain Treatments

Actiq (fentanyl transmucosal; Teva)

Exalgo (hydromorphone CR; Mallinckrodt)

Opana (oxymorphone IR; Endo Pharmaceuticals)

Opana ER (oxymorphone ER Endo Pharmaceuticals)

Oxycontin (oxycodone CII; Purdue Pharma)

Subsys (fentanyl sublingual; Insys Therapeutics)

Exploring Market Access Barriers

Market Access Impact: Cancer Pain (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 medical oncologists, 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 NSCLC in total in the last month

We conducted the survey between September 1-12, 2017

Money Back Guarantee!

+44 20 8123 2220
info@marketpublishers.com

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.

+44 20 8123 2220
info@marketpublishers.com

Contents

1.WHAT ARE MARKET BARRIERS?

2.ABOUT THIS REPORT

3.ABOUT THE SURVEY

4.BRANDS INCLUDED IN THE SURVEY

5.EXECUTIVE SUMMARY

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Market Access Impact (US) [Cancer Pain]
Product link: https://marketpublishers.com/r/M959AAF2E98EN.html
Price: US$ 5,145.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/M959AAF2E98EN.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

Custumer 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