

Market Access Impact (US) [Growth Hormone Deficiency]

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Date: May 2017

Pages: 0

Price: US\$ 5,145.00 (Single User License)

ID: M3C29BA401AEN

Abstracts

What stops doctors from prescribing your brand? It may be more than one thing

Market barriers affect over 20% of growth hormone prescriptions in the US, and most brands lose market share because of them. According to the endocrinologists we surveyed, that's a problem with no single solution; many of them experience as many as 3 different barriers with any given brand.

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: GHD (US).

Based on a survey of 100 adult- and paediatric endocrinologists, the report covers 7 major therapies from Aeterna Zentaris, Eli Lilly, EMD Serono, Ferring, Novo Nordisk, Pfizer, Roche, and Sandoz. Handy graphs and charts show you how 7 barriers affect your market share, revealing which competitors you gain share from, and lose it to.

Top Takeaways

Most brands lose out: While every brand wins and loses share because of barriers, 4 of the 7 surveyed brands see a net loss.

Barriers skew the top of the market: The 3rd-place brand takes a 6% market share hit. Without barriers, it would rocket up to 1st-place.

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: 25% to nearly 40% of surveyed doctors experience 3 or more barriers with the surveyed brands.

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

Cost is a huge problem for one brand: Over 40% of doctors experience cost barriers with this brand. That's at least 10% more than any competitor.

Insight into 7 Major GHD Treatments

Genotropin (somatropin; Pfizer)

Humatrope (somatropin; Eli Lilly)

Norditropin (somatropin; Novo Nordisk)

NutropinAq (somatropin; Roche)

Omnitrope (somatropin; Sandoz)

Saizen (somatropin; EMD Serono/Aeterna Zentaris)

Zomacton (somatropin; Ferring)

Exploring Market Access Barriers

Market Access Impact: GHD (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 adult and paediatric endocrinologists, 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 GHD in total in the last month

We conducted the survey between May 2nd and 10th, 2017.

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