

Market Access Impact (US) [Haemophilia B]

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Abstracts

At least 30% of the haematologists we surveyed don't prescribe the 7 leading haemophilia B treatments we asked them about. But most are willing to consider them, so there's room for brands to grow. To seize that opportunity, you need to understand the market barriers that are preventing doctors from prescribing your brand, and address the ones that are costing you market share.

Market Access Impact: Haemophilia B (US) shows you how 7 barriers affect your market share, revealing which competitors you take share from, and which ones gets your lost share.

Based on a survey of 100 US-based haematologists, the report covers 6 major therapies from Bioverativ, CSL Behring, Pfizer, and Shire.

Top Takeaways

Barriers affect a quarter of prescriptions: But three barriers affect far more prescriptions than the rest.

A problem for most doctors: 70% or more of doctors experience at least one barrier with each brand.

One brand is suffering disproportionately: More doctors experience nearly every barrier more with this brand than with any other.

Downward pressure: Net share losses tend to be bigger than net gains, largely because brands are losing additional share to "other" brands not included in the survey.

There's room to grow: None of the surveyed brands is prescribed by more than about 70% of doctors, but most doctors are willing to consider brands they don't currently prescribe.

Eliminating barriers would close market share gaps: Tight races for first, third, and fifth place would emerge, intensifying competition.

Insight into 6 Major Haemophilia B Drugs

Alprolix (eftrenonacog alfa; Bioverativ)

BeneFIX (nonacog alfa; Pfizer)

Feiba (Anti-Inhibitor Coagulant Complex; Shire)

Idelvion (albutrepenonacog alfa; CSL Behring)

MonoNine (Coagulation Factor IX [human]; CSL Behring)

Rixubis (nonacog gamma; Shire)

Exploring on Market Access issues

Market Access Impact: Haemophilia B (US) explores key issues affecting drug manufacturers. You'll learn:

How barriers affect market access:

Which brands are physicians prescribing the most?

How are prescribing decisions being affected by market barriers?

Are some barriers having more impact than others?

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 choose instead?

Which competing brands does your brand take market share from?

A Report Based on Expert Knowledge

We surveyed 100 US-based haematologists, chosen from the largest community of validated physicians in the world.

All respondents have:

Been practising for 2+ years

Prescribed at least one of the listed products

Seen at least 5 patients with haemophilia B in total in the last month

We conducted the survey between 1st and 12th May 2017.

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