

Market Access Impact (US) [NSCLC]

<https://marketpublishers.com/r/M3460780A52EN.html>

Date: July 2017

Pages: 0

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

ID: M3460780A52EN

Abstracts

Eliminating market barriers could help lower-ranked brands a narrow lead

Three brands are way ahead in the US non-small cell lung cancer (NSCLC) market, thanks in part to market barriers that prevent oncologists from prescribing competing treatments. Eliminating these barriers won't be enough for lower-ranked brands to catch up to the market leaders, but it could give a few of them the market share bump they need to overtake their closest rivals.

Get the details in Market Access Impact: NSCLC (US).

You'll see how widely prescribed your brand is, and learn how 7 barriers affect your market share. You'll also find out how much share you win and lose, who you take share from, and who gets your lost share.

Based on a survey of 100 US-based medical oncologists and primary care physicians, the report covers 13 major therapies from AstraZeneca, Boehringer Ingelheim, Bristol-Myers Squibb, Eli Lilly, Merck & Co., Novartis, Pfizer/Merck Group, and Roche

Not your market? Click here to see the EU5 report

Request sample pages

Top Takeaways

Barriers affect nearly 20% of prescriptions: High cost is the biggest issue, but each of the 6 other surveyed barriers affects roughly the same number of prescriptions.

Three brands dominate: Their respective market shares are at most 4% apart. However, significantly more doctors prescribe the top two brands than the third-place runner-up.

A battle of inches: Barriers only have a modest effect on market share, but it's enough to hold at least two brands back. Eliminating barriers would push each of them up by one spot.

Problem areas: Some barriers have an outsized effect on some brands, e.g., high cost is the issue for one leading brand, while two lower-ranked rivals, have big reimbursement problems.

Barrier effect is widespread: At least 50% of doctors experience one or more barriers with every surveyed brand.

Overall perception is good: Most doctors either prescribe, or would consider prescribing all of the surveyed brands, and no more than 5% of doctors are unaware of any given brand.

Insight into 13 Major NSCLC Drugs

Avastin (bevacizumab; Roche)

Alecensa (alectinib; Roche)

Cyramza (ramucirumab; Eli Lilly)

Gilotrif (afatinib; Boehringer Ingelheim)

Iressa (gefitinib; AstraZeneca)

Keytruda (pembrolizumab; Merck & Co.)

Opdivo (nivolumab; Bristol-Myers Squibb)

Portrazza (necitumumab; Eli Lilly)

Tagrisso (osimertinib; AstraZeneca)

Tarceva (erlotinib; Roche)

Tecentriq (atezolizumab; Roche)

Xalkori (crizotinib; Pfizer/Merck Group)

Zykadia (ceritinib; Novartis)

Exploring Market Access Barriers

Market Access Impact: NSCLC (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 August 1st and 16th, 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.

Contents

- 1. WHAT ARE MARKET BARRIERS?**
- 2. ABOUT THIS REPORT**
- 3. ABOUT THE SURVEY**
- 4. BRANDS INCLUDED IN THE SURVEY**
- 5. EXECUTIVE SUMMARY**

I would like to order

Product name: Market Access Impact (US) [NSCLC]

Product link: <https://marketpublishers.com/r/M3460780A52EN.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/M3460780A52EN.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**

Customer 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