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Market Access Impact (US) [Parkinson's Disease]

https://marketpublishers.com/r/M9820F7F6A8EN.html
Date: June 2017
Pages: 0
Price: US$ 5,145.00 (Single User License)
ID: M9820F7F6A8EN

Abstracts

Are high cost and market access problems costing your brand market share?

Are market barriers holding your brand back? According to our survey of US-based neurologists, 8 of the 11 Parkinson's disease treatments we asked them about are losing market share because of barriers. High cost and market access problems are the main culprits, but understanding the unique combination of barriers and competitive dynamics your brand faces is critical if you want to take back enough share to move ahead of rivals.

Learn how 7 barriers affect your market share, see who you take share from, and who gets your lost share in Market Access Impact: Parkinson's Disease (US).

Based on a survey of 100 US-based neurologists, the report covers 11 major therapies from Abbvie, GlaxoSmithKline, Impax Pharmaceuticals, Novartis, Teva, UCB, US Worldmeds, and Valeant.

Top Takeaways

Most brands lose share: Barriers affect a quarter of all prescriptions, and all but 3 of the surveyed brands see a net market share loss because of them.

Market access is the #1 challenge: Market access barriers affect more prescriptions than any others.

Many brands are too expensive: 30%-50% of surveyed doctors can't prescribe 7 of the surveyed brands due to cost.

One brand is having trouble getting onto formularies: More than 40% of doctors

can’t prescribe this brand because it’s not included.

Another brand has a huge perception problem: Nearly half of surveyed doctors would not consider prescribing it.

Eliminating barriers would shake up the market: 5 brands would climb by 1 or 2 places each, and 2 of them would close in on the second-place brand.

Insight into 11 Major Parkinson’s disease Drugs

Apokyn (apomorphine; US Worldmeds)

Azilect (rasagiline; Teva)

Comtan (entacapone; Novartis)

Duopa (levodopa/carbidopa intraduodenal; Abbvie)

Neupro (rotigotine; UCB)

Requip (ropinirole; GlaxoSmithKline)

Requip XL (ropinirole ER; GlaxoSmithKline)

Rytary (levodopa/carbidopa; Impax Pharmaceuticals)

Stalevo (levodopa/carbidopa/entacapone; Novartis)

Tasmar (tolcapone; Valeant)

Xadago (safinamide; US Worldmeds)

Exploring Market Access Barriers

Market Access Impact: Parkinson’s Disease (US) explores key issues affecting drug manufacturers. You’ll learn:

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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 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 Parkinson's disease in the last month

We conducted the survey between June 1st and 7th, 2017.

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