

NPS+ Asthma/COPD (EU5)

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Abstracts

Satisfaction survey: One brand dominates EU5 Asthma/COPD market. Can your brand compete?

Which asthma/COPD brand scored twice as high as its closest competitor (and nearly five times as high as the 3rd place brand) in a recent satisfaction survey? How does your brand measure up? Do doctors prefer fixed-dose combinations to single agent therapies? Get our new report and find out.

This report compares brand loyalty for 9 major Asthma/COPD treatments from AstraZeneca, Boehringer, GSK, Novartis and Roche.

Based on the respected net promoter score (NPS), it shows you:

How likely doctors are to recommend your brand—and your competitors.

Which marketing messages are likely to succeed.

Your “Brand DNA”: What doctors really think about your brand.

Easy-to-use KPIs highlight areas for improvement and make your next steps crystal clear—information you can use to improve your brand’s health, and boost your market share.

Get Answers to Key Questions about Asthma/COPD Treatments

Daxas (roflumilast): Could concerns about weight loss and GI side effects be preventing Detractors from recommending Daxas?

Eklira (aclidinium; AstraZeneca): Cost effectiveness is the #1 driver of doctor recommendations for two brands. Is Eklira one of them?

Nucala (mepolizumab; GSK): One brand message resonates with high numbers of Nucala Promoters Detractors and Passives. What is it?

Onbrez (indacaterol; Novartis): Which brand stands to gain more market share by winning over detractors, Onbrez or Eklira?

Relvar Ellipta (fluticasone furoate /vilanterol; GSK): Are Relvar Ellipta's Passives closer to becoming Promoters or Detractors?

Seretide (fluticasone propionate/salmeterol; GSK): Seretide and Symbicort have nearly equal numbers of Promoters. Which brand has the higher NPS?

Spiriva (tiotropium; Boehringer): What other drug (not covered in this report) did one Detractor say they preferred to Spiriva?

Symbicort (budesonide/formoterol; AstraZeneca): Are issues with its inhaler preventing some Detractors from recommending Symbicort?

Xolair (omalizumab; Novartis/Roche): For which patient population do Promoters and Detractors say Xolair is most effective?

Top Takeaways

One brand dominates: Four of nine brands have positive scores, but the leading brand scores two-and-a-half times as high as its closest competitor.

FDCs doing well: Fixed-dose combination therapies tend to outscore monotherapies overall, earning 3 of the top 4 Net Promoter Scores.

8/9 brands poised for massive market share gain: if they can win over their Detractors and turn them into Promoters.

Moderate satisfaction, low exclusivity: nearly 35% of doctors surveyed are unsatisfied with available asthma/COPD drugs. Less than 15% promote one brand exclusively.

High numbers of “Passives”: More than in the US market. On average, nearly 40% of doctors surveyed are neither Promoters nor Detractors of the brands surveyed.

Doctors switch brands freely: Promoters of each brand promote more than 4 others on average. Detractors promote nearly all of the other surveyed brands.

Cost a concern for two brands: For two fixed-dose combinations, cost effectiveness drives the most doctor recommendations.

Leading brands are the same in US, EU5: Although the rankings are slightly different, the same four brands earn the highest satisfaction scores in both regions.

A Report Based on Expert Knowledge

We surveyed 150 pulmonologists and general practitioners from the EU5 (France, Italy, Germany, Spain, UK), chosen from the largest community of validated physicians in the world. The same community that pharma market researchers trust for reliable, fast intelligence.

We conducted the survey between April 7th and April 14th, 2016.

Explore Important Brand Loyalty Issues

NPS+ asthma/COPD (EU5) explores key issues affecting brand loyalty for drug manufacturers. You'll learn:

How satisfied the asthma/COPD market is.

How loyal doctors are to your brand.

How many other brands your Promoters recommend.

Which other brands your Promoters and Detractors recommend.

How much market share your brand has among Promoters and Detractors.

How much market share you stand to gain by converting Detractors into Promoters.

Which messages Promoters, Passives and Detractors associate with your brand.

Your brand DNA: what doctors really think of your brand—in their own words.

What is Net Promoter Score?

NPS is a customer loyalty metric developed by (and a registered trademark of) Fred Reichheld, Bain & Company, and Satmetrix. It was introduced by Reichheld in his 2003 Harvard Business Review article One Number You Need to Grow.

How does NPS work?

NPS measures overall brand satisfaction and loyalty by asking one simple question:

'How likely are you to recommend this brand to a colleague?'

Responses - given on a scale of 0 (not at all likely) to 10 (extremely likely)—are used to classify respondents into 3 categories:

Detractors are those who answer 0 – 6.

Passives are those who answer 7 – 8.

Promoters are those who answer 9 - 10.

How is NPS calculated?

The percentage of detractors - the percentage of promoters = NPS.

For example, 25% Promoters, 55% Passives and 20% Detractors give you an NPS of +5.

NPS can range from -100 (everybody is a Detractor) to +100 (everybody is a Promoter). The higher the score the healthier the brand.

What is FirstView NPS+?

NPS+ turns your Net Promoter Score into actionable information by answering key questions about brand loyalty.

Each NPS+ report examines doctors' relationships with the brands used to treat a major disease area—measuring brand loyalty and showing you how it affects your market share. NPS+ also examines “brand DNA”, revealing in doctors' own words what brands mean to them.

Instead of one simple metric, NPS+ gives you a detailed picture of brand health that highlights areas for improvement, and helps you see exactly what steps you need to take next.

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. CHART 1: NET PROMOTER SCORE?**
- 2. CHART 2: HOW LOYAL ARE DOCTORS TO MY BRAND?**
- 3. CHART 3: HOW SATISFIED IS THE MARKET?**
- 4. CHART 4: HOW MANY OTHER BRANDS ARE PROMOTED BY MY PROMOTERS?**
- 5. CHART 5: WHICH OTHER BRAND IS MOST PROMOTED BY MY PROMOTERS?**
- 6. CHART 6: WHICH OTHER BRANDS ARE PROMOTED BY MY DETRACTORS?**
- 7. CHART 7: WHAT IS MY BRAND'S MARKET SHARE AMONG PROMOTERS AND DETRACTORS?**
- 8. CHART 8: WHAT BRAND MESSAGES ARE ASSOCIATED WITH PROMOTERS, PASSIVES AND DETRACTORS (BY BRAND)?**
- 9. CHART 9: WHAT DOES MY BRAND REPRESENT TO PROMOTERS AND DETRACTORS (BY BRAND)?**
- 10. APPENDIX**

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