

NPS+ Asthma/COPD (US)

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Abstracts

FDCs are a hit in the US Asthma/COPD market. How does your brand measure up?

In a recent brand satisfaction survey of US pulmonologists and GPs, 3 of the 4 leading asthma/COPD brands were fixed-dose combinations. Did one of them take top spot? Find out how they scored, how single agent therapies stack up, and where your brand ranks.

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

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

Advair (fluticasone propionate/salmeterol; GSK): Advair and Symbicort have similar NPS scores. Which brand has more Promoters?

Arcapta (indacaterol; Novartis): Is lack of experience with Arcapta preventing doctors from recommending it?

Breo Ellipta (fluticasone furoate/vilanterol; GSK): How concerned are doctors about Breo Ellipta's cost and insurance restrictions?

Daliresp (roflumilast; AstraZeneca): Does Daliresp earn more doctor recommendations for being effective or easy to administer?

Nucala (mepolizumab; GSK): Nucala is recommended by Promoters of every other brand but which?

Spiriva (tiotropium; Boehringer): Are Spiriva's Passives closer to becoming Promoters or Detractors?

Symbicort (budesonide/formoterol; AstraZeneca): How do some Symbicort Promoters and Detractors say it compares to Advair?

Tudorza (aclidinium; AstraZeneca): Could patients' difficulties with its unique inhaler be preventing Detractors from recommending Tudorza?

Xolair (omalizumab; Novartis/Roche): Which brand stands to gain more share by converting Detractors into Promoters, Breo Ellipta, Tudorza, or Xolair?

Top Takeaways

Four of the nine surveyed brands have a positive NPS: But the top three score 2-3 times as high as the nearest competitor.

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

Three brands poised for a massive share gain: if they can win over their Detractors and turn them into Promoters. One of the three is a top-4 brand.

Doctors not afraid to try new treatments: 90-100% of nearly every brand's Promoters also recommend one newer-to-market brand.

Moderate satisfaction, low exclusivity: over 25% of doctors surveyed are unsatisfied with available asthma/COPD drugs. Less than 15% promote one brand exclusively.

Cost a concern for two brands: For one monotherapy and one FDC, cost effectiveness is a top-3 driver of doctor recommendations.

Doctors switch brands freely: Loyalty scores are low for all brands. Brand Promoters recommend more than 5 other brands on average.

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 100 US pulmonologists and general practitioners 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 (US) 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.

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