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NPS+ (EU5) [Cancer Pain]

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Abstracts

Only three drugs get positive satisfaction scores from oncologists. Is your brand one of them?

In our survey of ten cancer pain drugs, only three brands earned positive satisfaction scores from doctors in the EU5 countries, and the top brand scored more than three times as high as its nearest rival. Meanwhile, the five brands trailing farthest behind are poised for big market share gains. Will they be able to seize the opportunity?

Find out what your brand can do to catch up to the market leaders in FirstView's NPS+ Cancer Pain 2017 (EU5).

Based on a survey of 150 EU5-based medical oncologists, the report builds on the respected net promoter score (NPS) to compare loyalty for major brands from Bayer, Janssen Cilag, Kyowa Kirin, Mundipharma, Mylan, Napp, Takeda, and Teva.

Easy-to-use KPIs highlight ways you can improve brand health, while a unique "Brand DNA" section reveals candid insights about your brand.

Top Takeaways

Three brands lead the pack: All of them earned a positive NPS, but the top brand has more Promoters and fewer Detractors than the other two.

Some brands have a tough road ahead: The bottom five brands have moderately negative to very negative NPSs, and count at least 40% of surveyed doctors as Detractors.

Massive share gains possible: Low scores mean plenty of room to improve.

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Nearly every surveyed brand could increase its market share by 450-900 percent by winning over Detractors.

Doctors switch brands freely: Fewer than one in five satisfied doctors promote one brand exclusively. On average, promoters of one brand also promote more than four others.

“Passives” could provide a much needed boost: Doctors who are neither Promoters nor Detractors tend to align with the former. Winning them over could help every negative-scoring brand turn its NPS positive.

Cost is important for EU5 doctors: Brand message analysis shows that cost effectiveness is a top-five driver of recommendations for eight of the ten surveyed brands.

Insight into 10 Major Cancer Pain Brands

Abstral (fentanyl sublingual; Kyowa Kirin)

Actiq (fentanyl transmucosal; Teva)

Breakyl (fentanyl buccal; Mylan)

Effentora (fentanyl buccal; Teva)

Instanyl (fentanyl intranasal; Takeda)

Jurnista (hydromorphone CR; Janssen Cilag)

OxyContin (oxycodone CII; Mundipharma/Napp)

OxyNorm (oxycodone IR; Mundipharma/Napp)

PecFent (fentanyl intranasal; Kyowa Kirin)

Sativex (nabiximols; Bayer)

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A Report Based on Expert Knowledge

We surveyed 150 medical oncologists 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 January 11th and 16th, 2017.

Explore Important Brand Loyalty Issues

NPS+ Cancer Pain Management 2017 (EU5) explores key issues affecting brand loyalty for drug manufacturers. You'll learn

- How satisfied doctors are with cancer pain drugs.
- 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.

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