

# NPS+ (EU5) [Growth Hormone Deficiency]

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## Abstracts

Why are some European GHD brands promoted more by doctors than others?

There are various options available to European endocrinologists to treat growth hormone deficiency (GHD), including biosimilars. Clearly some brands are achieving greater levels of loyalty and satisfaction than others – but why? What are the key factors driving physician choice and how does each of the leading brands compare to its competitors?

NPS+ Growth Hormone Deficiency (EU5) gives a unique insight into the overall brand health of 7 leading treatments for GHD being used in France, Spain, Germany, Italy and the UK. 150 adult and paediatric endocrinologists were surveyed on key issues including brand messaging, prescribing behaviour and satisfaction levels. The results provide valuable insight for brand marketers seeking new ways to stand out.

### Top Takeaways

Promoters are in the minority: Only one brand has a tiny percentage more Promoters than Detractors. Why are Detractors and Passives so prevalent?

Loyalty is proving difficult to achieve: Loyalty scores of 4 or more are what brands are aiming for, but for GHD treatments, even the highest scores are not even close in this latest survey. Is clinical differentiation really that low?

Some dissatisfaction is apparent: Why are endocrinologists unhappy with the numerous drugs on offer? Who stands to gain the most market share if Detractors could be converted to Promoters?

Marketing messaging could be the key: Which brands are associated with key

issues such as safety, efficacy, convenient administration and cost effectiveness? Could more be done to promote key benefits?

In their own words: What do doctors say each brand means to them? For example, which brand is described as having 'good study data, easy to apply' and which brand 'does not promote its product'.

## Insight into 7 Growth Hormone Deficiency Treatments

Humatrope (somatropin; Eli Lilly)

Norditropin (somatropin; Novo Nordisk)

Genotropin (somatropin; Pfizer)

NutropinAq (somatropin; Ipsen)

Omnitrope (somatropin; Sandoz)

Saizen (somatropin; EMD Serono)

Zomacton (somatropin; Ferring)

## A Report Based on Expert Knowledge

We surveyed 150 adult and paediatric endocrinologists across the EU5 (France, Italy, Germany, Spain, UK) chosen from the largest community of validated physicians in the world.

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

## Explore Important Brand Loyalty Issues

NPS+ Growth Hormone Deficiency (EU5) offers valuable insight into brand loyalty from the perspective of those currently prescribing growth hormones. You'll discover

How satisfied doctors are with available treatments.

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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At FirstWord, we stand behind our reports. If you're not completely satisfied, we'll refund your money. Guaranteed.

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## 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**
- 9. BRAND)?**
- 10. CHART 9: WHAT DOES MY BRAND REPRESENT TO PROMOTERS AND DETRACTORS (BY BRAND)?**
- 11. APPENDIX**

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