

NPS+ (EU5) [Haemophilia A]

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Abstracts

Doctors unhappy with available brands despite perceived efficacy

Doctors in the EU5 countries say Haemophilia A drugs are safe and effective, but that doesn't mean they're happy with available brands. Nearly 45% of the haematologists we surveyed say they're not satisfied with current options, and eight of the nine brands we asked them about earned negative satisfaction scores. The good news is, brand owners have several avenues for improvement.

Find out what they are in FirstView's NPS+ Haemophilia A 2017 (EU5). You'll learn how doctors rated your brand, get insight into why, and see what you can do to stand out from competitors.

Building on the respected net promoter score (NPS), the report compares nine major haemophilia A drugs, and shows you:

- How loyal doctors are to your brand.

- Which promotional messages resonate best.

- What doctors really think of your brand, revealed in a unique "Brand DNA" section.

All with easy-to-use KPIs that highlight ways you can improve brand health.

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Top Takeaways

Doctors are not happy: Nearly 45% of respondents are not satisfied with available treatments, and only one of the surveyed brand earned a positive NPS.

Forget about brand loyalty: Less than 20% of respondents prescribe one brand exclusively, and loyalty scores are low across the board; even for the leading brand.

Perceived efficacy: Asked for candid comments about the surveyed brands, large numbers of Promoters and Detractors alike point to the drugs' effectiveness.

Untapped potential: Several brands have large numbers of Passives, whose Net Promoter Scores only need to come up by a point or two to put them in the Promoters camp.

Clear priorities: The same promotional message is the top driver of recommendations for two thirds of the surveyed brands.

Several brands are poised for big gains: They could increase their market share by 300% or more if they can win over Detractors.

Insight into 9 Major Haemophilia A Treatments

Advate (rurioctocog alfa; Shire)

Elocta (efmoroctocog alfa; Swedish Orphan Biovitrum)

Feiba (Anti-Inhibitor Coagulant Complex; Shire)

Haemate-P (Antihemophilic Factor/von Willebrand Factor Complex [human]; CSL Behring)

Helixate NexGen (octocog alfa; CSL Behring)

Kovaltry (octocog alfa; Bayer)

NovoEight (turoctocog alfa; Novo Nordisk)

Nuwiq (simoctocog alfa; Octapharma)

Octanate (purified factor VIII concentrate; Octapharma)

A Report Based on Expert Knowledge

We surveyed 150 haematologists from the EU5 countries (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 August 1st and 22nd, 2017.

Explore Important Brand Loyalty Issues

NPS+ Haemophilia A 2017 (EU5) explores key issues affecting brand loyalty for drug manufacturers. You'll learn:

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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