

NPS+ (EU5) [HIV]

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Abstracts

Doctors upbeat about HIV treatments, but satisfaction runs highest for 2 brands

Doctors may be satisfied with available HIV treatments overall, but when we surveyed 150 EU5-based infectious disease specialists and general practitioners, four of the nine brands we asked them about earned negative satisfaction scores. Meanwhile, the top two brands are way ahead, and both are poised for big market share gains

Find out how your brand measures up, and what you can do to boost your score in FirstView's NPS+ HIV 2017 (EU5).

Building on the respected net promoter score (NPS), the report compares loyalty for nine major HIV drugs. Easy-to-use KPIs highlight ways you can improve brand health, while a unique "Brand DNA" section—packed with candid comments from doctors—may reveal what's keeping leading brands on top, and holding lagging brands back.

Top Takeaways

Doctors are upbeat: More than half of the surveyed brands earned positive net promoter scores (NPSs), and nearly three quarters of doctors surveyed are satisfied with available brands.

Two brands lead the pack: the top two brands score nearly four and five times as high as their third-place rival respectively.

Brand DNA shows that some brands are on the way out: Several of the surveyed brands are outdated, have better alternatives, or face declining use, according to some detractors.

Three brands are poised for big gains: The top two brands and the eighth-place brand each stand to increase their market share by 400 percent or more if they can win over Detractors.

The last-place brand is in big trouble: Nearly half of surveyed doctors are Detractors, and brand attribute analysis shows that few messages resonate with more than ten percent of Promoters.

Doctors use whatever works: Loyalty scores are low and Promoters of one brand tend to promote nearly four others on average. Cost is not a strong driver of recommendations.

Insight into 10 Major HIV Brands

Descovy (emtricitabine/tenofovir alafenamide; Gilead)

Genvoya (cobicistat/elvitegravir/emtricitabine/ tenofovir alafenamide; Gilead)

Isentress (raltegravir; Merck & Sharpe & Dohme.)

Prezista (darunavir; Janssen Cilag)

Reyataz (atazanavir; BMS)

Stribild (elvitegravir/emtricitabine/tenofovir disoproxil fumarate/cobicistat; Gilead)

Triumeq (abacavir/dolutegravir/lamivudine; ViiV Healthcare)

Truvada (emtricitabine/tenofovir disoproxil fumarate; Gilead)

Viread (tenofovir disoproxil fumarate; Gilead)

A Report Based on Expert Knowledge

We surveyed 150 infectious disease specialists and general practitioners 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 February 3rd and 8th, 2017.

Explore Important Brand Loyalty Issues

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

How satisfied doctors are with HIV 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.

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