

NPS+ (EU5) [Melanoma]

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Abstracts

Leading melanoma treatments may have a differentiation problem

Two melanoma treatments are comfortably ahead of the pack in the EU5, earning by far the highest satisfaction scores from medical oncologists. Can either one pull ahead? It won't be easy. According to our survey, doctors recommend these brands for largely the same reasons, and may even see them as interchangeable.

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

Building on the respected net promoter score (NPS), the report compares seven major melanoma drugs with easy-to-use KPIs that highlight ways you can improve brand health. You'll also see how loyal doctors are to your brand, learn which promotional messages resonate best, and find out what doctors think in a unique "Brand DNA" section.

Top Takeaways

Do doctors see the two leading brands as interchangeable? Each one's Promoters tend to recommend the other more often than any other surveyed brand.

Doctors are moderately happy, but not brand loyal: More than 60% of them are satisfied with available treatments, but less than 15% prescribe one brand exclusively.

One brand takes a beating: While most brands earned a modest to slightly negative NPS, the last-place brand is way behind, and has nearly twice as many

Detractors its closest competitor.

Lack of experience may be to blame: Doctors in all of the EU5 countries say they don't have enough experience with the last-place brand to draw any conclusions about it.

Is the trailing brand the alternative of choice? Detractors of every other brand recommend the last-place drug more than any other surveyed brand.

The two trailing brands are poised for big gains: They could increase their market share by as much as 475% if they can win over Detractors.

Insight into 7 Major Melanoma Brands

Imlygic (talimogene laherparepvec; Amgen)

Keytruda (pembrolizumab; Merck Sharp & Dohme)

Mekinist (trametinib; Novartis)

Opdivo (nivolumab; Bristol-Myers Squibb)

Tafinlar (dabrafenib; Novartis)

Yervoy (ipilimumab; Bristol-Myers Squibb)

Zelboraf (vemurafenib; Roche)

A Report Based on Expert Knowledge

We surveyed 150 medical oncologists and dermato-oncologists 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 May 3rd and 9th, 2017.

Explore Important Brand Loyalty Issues

NPS+ Melanoma 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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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.

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