

NPS+ (EU5) [Parkinson's Disease]

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Abstracts

Low scores for 7 of 8 surveyed brands reflect widespread dissatisfaction among doctors

Neurologists in the EU5 countries are not happy with available Parkinson's disease treatments, and it shows. According to our survey, seven of the eight brands we looked at earned low—and sometimes downright dismal—satisfaction scores. Fortunately, there are things your brand can do to win over more doctors, boost your score, and pick up market share.

Based on a survey of 150 EU5-based neurologists, the report builds on the respected net promoter score (NPS) to compare loyalty for 10 major Parkinson's drugs. 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

Doctors are deeply unhappy: Only one of the eight surveyed brands earned a positive net promoter score (NPS) and nearly half of doctors surveyed are unsatisfied with available brands.

Some brands are poised for massive share gains: Three of the surveyed brands stand to increase their market share by 900-1300 percent if they can win over Detractors.

Doctors are not brand loyal: Loyalty scores for all brands show a strong willingness to switch, and even doctors who are satisfied with available brands rarely promote one brand exclusively.

Cost is important for most brands: For five of the eight brands surveyed, cost

effectiveness is a top-five driver of recommendations from doctors.

Passives have the power: Winning over “Passives”—doctors who are neither Promoters nor Detractors—could help three low-ranked brands boost their NPSs into positive territory.

Brand owners will have to work to win over Passives: Brand message analysis shows that many Passives sit right between Promoters and Detractors on key messages.

Insight into 8 Major Parkinson's Disease Brands

Apokinin (apomorphine SC; Britannia Pharmaceuticals/Stada)

Azilect (rasagiline; Teva)

Comtan (entacapone; Novartis)

Dostinex (cabergoline; Pfizer)

Duodopa (levodopa/carbidopa intraduodenal; Abbvie)

Neupro (rotigotine; UCB)

Requip (ropinirole; GlaxoSmithKline)

Tasmar (tolcapone; Mylan)

A Report Based on Expert Knowledge

We surveyed 150 neurologists 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+ (EU5) [Parkinson's Disease]

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

How satisfied doctors are with Parkinson's disease 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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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 BRAND)?**
- 9. CHART 9: WHAT DOES MY BRAND REPRESENT TO PROMOTERS AND DETRACTORS (BY BRAND)?**
- 10. APPENDIX**

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