

NPS+ (EU5) [PsO]

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Abstracts

Biosimilars take the biggest hit as doctors voice dissatisfaction with psoriasis treatments

Dermatologists say they're satisfied with available psoriasis treatments. So why did only 3 of the brands we asked them about get positive satisfaction scores? The candid comments in this report shed some light on doctors' major concerns—especially with biosimilar brands, which fared worse than other treatments, but stand to make big market share gains if they can win over Detractors.

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

Building on the respected net promoter score (NPS), the report compares ten major psoriasis 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

Most brands fare poorly: Only three of the ten surveyed brands earned a positive net promoter score (NPS).

Biosimilars get the brunt of it: Not only did they score lowest, biosimilar brands have by far the most Detractors. The report's Brand DNA section may hold clues as to why.

Most doctors say they are satisfied: Only about 20% of surveyed doctors claim they aren't satisfied with available brands.

Half of the surveyed brands are poised for big gains: 5 of them are poised to increase their market share by 500% to 1000% percent or more if they can win over Detractors.

Promotional messages aren't always landing: For several brands, few promotional messages resonate with many of the surveyed doctors.

Don't expect brand loyalty: Just over 10% of surveyed doctors promote one brand exclusively. Loyalty scores are low across the board, and especially for the two lowest-ranked brands

Insight into 8 Major Psoriasis Brands

Benepali (etanercept; Biogen)

Cosentyx (secukinumab; Novartis)

Enbrel (etanercept; Pfizer)

Humira (adalimumab; AbbVie)

Inflectra (infliximab; Pfizer)

Otezla (apremilast; Celgene)

Remicade (infliximab; Merck Sharp & Dohme)

Remsima (infliximab; Napp/Mundipharma)

Stelara (ustekinumab; Janssen Cilag)

Taltz (ixekizumab; Eli Lilly)

A Report Based on Expert Knowledge

We surveyed 150 dermatologists 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 March 2nd and 8th, 2017.

Explore Important Brand Loyalty Issues

NPS+ Psoriasis 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.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

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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