

## NPS+ (EU5) [RCC]

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### Abstracts

How 'healthy' are brand loyalty and satisfaction levels amongst RCC oncologists?

According to this latest survey, the top three 'healthiest' Renal Cell Carcinoma (RCC) brands in Europe with the highest Net Promoter Scores all have high numbers of oncologists who are 'passive' about the brand. Is there a significant opportunity for drug marketing and market access teams to sway opinion with the right messaging?

A 'must read' for marketers and market access specialists, NPS+ Renal Cell Carcinoma brings focus and clarity for 8 leading RCC treatments. See not only how your brand is currently being perceived, but also how loyal (or not) doctors are to you and your competitors' offerings.

Get Answers to Key Questions About RCC Treatments

**Afinitor (everolimus):** Which three key messages have made a strong impression on the majority of Afinitor's Promoters? And are its Detractors simply not seeing important benefits?

**Avastin (bevacizumab):** Which single message is cited by many Avastin Promoters? And which other positive do nearly half of its Passives also mention?

**Inlyta (axitinib):** How well are clinical benefits such as efficacy, risk profile and safety resonating with oncologists compared to non-clinical ones such as dosing convenience and value for money?

**Nexavar (sorafenib):** Promoters of two other brands also commonly promote Nexavar. Which brands are they – and what could be done to differentiate

Nexavar and boost market share?

Opdivo (nivolumab): What key messages could be prioritised to convert Passives for this brand into active Promoters?

Sutent (sunitinib): Where does Sutent rate in terms of brand loyalty and what threats does it face?

Torisel (temsirolimus): Slowing progression is by far the most cited message associated with Torisel amongst all doctors surveyed. So, is it time for marketers to focus on something else?

Votrient (pazopanib): Promoters of Votrient also commonly promote just one other brand. Find out which one.

## Top Takeaways

Low loyalty scores across the board: Clearly all the leading RCC brands are struggling to control switching activity amongst doctors. Is your brand better or worse than others?

Oncologists are largely satisfied with the options available: But is this good news? In a competitive market with little loyalty, it may indicate that brands need to differentiate more.

Competition is keen: Promoters of each individual brand are also promoting three or four others. Are your hard-won Promoters jumping ship?

Winners and losers: Who are you losing out to? Find out what Detractors of your brand (and your competitor brands) are favouring. And which competitor Detractors are choosing your brand.

## A Report Based on Expert Knowledge

We surveyed 150 Medical Oncologists across the EU (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 17th, 2017.

## Explore Important Brand Loyalty Issues

NPS+ Renal Cell Carcinoma (EU5) looks into the perceptions and views impacting RCC brand loyalty from the perspective of those making prescribing decisions. You'll learn:

How satisfied the RCC market is.

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 more of a brand Promoters prescribe than Detractors

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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