NPS+ HIV (EU5) 2018

https://marketpublishers.com/r/NFA6C5B498CEN.html

Date: January 2018

Pages: 0

Price: US$ 2,655.00 (Single User License)

ID: NFA6C5B498CEN

Abstracts

Why are some EU5 HIV brands standing out more than others?

There are various options available to EU5 infectious disease specialists treating HIV. Clearly some of these options are achieving greater levels of loyalty and satisfaction than others – but why? What are the key factors driving physician choice and how does each of the leading brands compare to its competitors?

NPS+ HIV (EU5) gives a unique insight into the overall brand health of 11 leading treatments for HIV currently being used in the EU5 markets. 150 infectious disease specialists were surveyed on key issues including brand messaging, prescribing behaviour and satisfaction levels. The results provide valuable insight for brand marketers seeking new ways to stand out.

Interested in the US market? Click here to see the US Edition.

Request sample pages

Insight into 11 HIV Treatments

   Atripla (efavirenz/emtricitabine/tenofovir disoproxil fumarate; Gilead)

   Descovy (emtricitabine/tenofovir alafenamide; Gilead)

   Edurant (rilpivirine; Janssen Cilag)

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

   Isentress (raltegravir; Merck Sharp & Dohme.)

Odefsey (emtricitabine/rilpivirine/tenofovir alafenamide]; Gilead)

Prezista (darunavir; Janssen Cilag)

Rezolsta (darunavir/cobicistat; Janssen Cilag)

Reyataz (atazanavir; Bristol-Myers Squibb)

Triumeq (abacavir/dolutegravir/lamivudine; ViiV Healthcare)

Tivicay (dolutegravir; ViiV Healthcare)

Top Takeaways

One brand leads the pack. In Europe, 6 of the 11 brands surveyed obtained a positive NPS, with one brand ahead of a chasing pack of 3 brands. Where is your brand, and what could you do to close the gap?

Brand loyalty is difficult to come by. Loyalty scores of less than 3 indicate low loyalty, and none of the brands surveyed managed to score above this magic number. Is clinical differentiation really that low?

Despite low loyalty, satisfaction is high. Nearly 80% of infectious disease specialists are satisfied with the numerous drugs on offer, but this is shared across multiple brands. Is there any more that could be done to improve satisfaction scores even more?

Is there a dominant brand message? Find out which messages are resonating with physicians, and take your brand's positioning strategy to another level.

In their own words. What do doctors say each brand means to them? For example, which brand is described as a 'good treatment which improves the patient's quality of life' and which brand is dubbed as 'inefficient for the treatment of HIV'?

Explore Important Brand Loyalty Issues

NPS+ HIV (EU5) offers valuable insight into brand loyalty from the perspective of those currently prescribing treatments for HIV to patients. You'll discover:

Exactly how satisfied the EU5 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 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.

A Report Based on Expert Knowledge

We surveyed 150 EU5-based infectious disease specialists chosen from the largest community of validated physicians in the world.We conducted the survey between February 6-14, 2018.

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.

MONEY BACK GUARANTEE!

At FirstWord, we stand behind our reports. If you're not completely satisfied, we'll

refund your money. Guaranteed.

About FirstWord

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

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.

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

I would like to order

Product name: NPS+ HIV (EU5) 2018

Product link: https://marketpublishers.com/r/NFA6C5B498CEN.html

Price: US$ 2,655.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/NFA6C5B498CEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:

Last name:

Email:

Company:

Address:

City:

Zip code:

Country:

Tel:

Fax:

Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970