

NPS+ HIV (US) 2018

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Abstracts

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

There are various options available to US 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 (US) gives a unique insight into the overall brand health of 11 leading treatments for HIV currently being used in North America. 100 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.

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Insight into 11 HIV Treatments

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

Descovy (emtricitabine/tenofovir alafenamide; Gilead)

Edurant (rilpivirine; Janssen Biotech)

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

Isentress (raltegravir; Merck & Co.)

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

Prezcobix (darunavir/cobicistat; Janssen Biotech)

Prezista (darunavir; Janssen Biotech)

Reyataz (atazanavir; Bristol-Myers Squibb)

Triumeq (abacavir/dolutegravir/lamivudine; ViiV Healthcare)

Tivicay (dolutegravir; ViiV Healthcare)

Top Takeaways

Three brands are leading the charge. Of the 11 brands included in the survey, three achieve a positive NPS and are way out in front of the rest. Which brand leads the pack and which ones are propping up the table?

Loyalty is proving difficult to achieve. Loyalty scores of 4 or more are what brands are aiming for, but for HIV treatments, even the highest scores are not even close in this latest survey. Is clinical differentiation really that low?

Despite low loyalty, satisfaction is high. Over 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?

Marketing messaging could be the key. Which brands are associated with key issues such as safety, efficacy, convenient administration and cost effectiveness? Could more be done to promote key benefits?

In their own words. What do doctors say each brand means to them? For example, which brand is described as 'a great medicine, well tolerated' and which brand is 'useful but very expensive'?

Explore Important Brand Loyalty Issues

NPS+ HIV (US) 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 US 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 100 US-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.

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