

NPS+ Multiple Sclerosis (EU5)

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Abstracts

MS Drug Manufacturers: How Loyal Are Neurologists to Your Brand?

How likely are doctors to recommend your brand? How many competing brands do they recommend? Which ones? And how does all that affect your market share?

FirstView's NPS+ Multiple Sclerosis (EU5) report answers these and other important questions for brands used to treat MS

Building on the highly respected Net Promoter Score (NPS), the report gives you clear, intuitive KPIs that paint a detailed picture of brand loyalty, highlight areas where your brand can improve, and make it easy to see what your next steps are.

Find out How Doctors View MS Brands

Aubagio: What is the one other brand not promoted by Aubagio's Detractors?

Avonex: Do more Avonex Promoters also promote Copaxone, or is it the other way around?

Betaferon: Which other interferon is most promoted by Promoters of Betaferon?

Copaxone: What drives more Copaxone recommendations: its impact on quality of life or its side-effects profile?

Gilenya: Which two other brands are most promoted by Gilenya Promoters?

Rebif: Does Rebif stand to gain more market share than Avonex by converting its Detractors to Promoters?

Tecfidera: How important to neurologists' perceptions of Tecfidera's is its oral route of administration?

Tysabri: Tysabri's Promoters and Detractors share the same concern. What is it?

Get answers to key questions about brand loyalty

NPS+ Multiple Sclerosis (EU5) explores key issues affecting brand loyalty for MS drug makers. You'll learn:

How satisfied is the MS market?

How loyal neurologists are to your brand.

How many other brands are promoted by your Promoters.

Which other brands are promoted by your Promoters and by your Detractors.

How much market share your brand has among Promoters and Detractors.

How much market share you would gain if Detractors became 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.

Top Takeaways

Only one brand has a positive NPS: Find out which one, and whether that translates into increased brand loyalty.

Overall loyalty is low: Brand switching is a risk for all players, but some brands are faring a bit better than the rest. See which ones.

Satisfaction is lower than in US: In Europe even fewer neurologists promote any of the surveyed brands. But more Promoters stick to one brand.

Little brand differentiation in the market: Neurologists who promote more than one brand tend to promote several brands→, suggesting low differentiation.

Cost not a high priority: For MS drugs clinical attributes drive recommendations far more than cost concerns. Learn which ones are the biggest drivers.

One brand is poised for a big market share gain: Find out which brand stands to gain up to nearly 1.5 times more market share than any other if it can turn its Detractors into Promoters.

A Report Based on a Survey of Prescribing Neurologists

We surveyed 150 EU5 (France, Italy, Germany, Spain, UK) Neurologists, chosen from the largest community of validated physicians in the world. The same community that pharma market researchers trust for reliable, fast intelligence.

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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