

# NPS+ Multiple Sclerosis (US)

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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 (US) 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, highlights areas where your brand can improve, and makes it easy to see what your next steps are.

Find out How Doctors View MS Brands

Aubagio: Does Aubagio's benefit/risk profile or route of administration drive more recommendations?

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

Betaseron: Which brand stands to gain more market share by converting its Detractors to Promoters: Betaseron or Avonex?

Copaxone: Do more Promoters associate Copaxone with long-term safety or improved quality of life? Which drives more recommendations?

Gilenya: What important treatment requirement does Gilenya's brand DNA highlight?

Glatopa: Is cost an important driver of Glatopa recommendations?

Rebif: Rebif's Detractors promote all but one of the other brands surveyed.  
Which is it?

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

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

Get answers to key questions about brand loyalty

NPS+ Multiple Sclerosis (US) 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 neurologists really think of your brand—in their own words.

Top Takeaways

Only two brands have a positive NPS: Find out which two, 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.

Little differentiation in the market: Few neurologists promote one brand exclusively. Discover how many other brands they promote on average.

“Passives” are important: In the US MS market, Passives aren’t just sitting on the fence. Find out whether they’re closer to Promoters or Detractors.

Cost is a low priority: For MS drugs clinical attributes drive recommendations far more than cost concerns. Learn which attributes are the biggest drivers.

One brand has the potential for a massive market share gain: Up to nearly 4 times more than any other if it can turn its Detractors into Promoters.

## A Report Based on a Survey of Prescribing Neurologists

We surveyed 100 US 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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