

# NPS+ Non-Small Cell Lung Cancer (NSCLC) (EU5)

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## Abstracts

The race for 2nd place is on as one drug takes an impressive lead. Where does your brand rank?

We interviewed 150 European oncologists to find out how satisfied they are with non-small cell lung cancer (NSCLC) drugs. Which brand outscored its nearest rival by almost 10 points to take the lead? Which two are neck and neck for 2nd place? Which drug did one disappointed respondent call “A treatment that does not deliver as much as it promises?”

Building on the respected net promoter score (NPS), this report compares brand loyalty for 8 major NSCLC treatments, and gives you easy-to-use KPIs that highlight ways to improve your brand’s health, and boost your market share.

### Get Answers to Key Questions about NSCLC Treatments

Avastin (bevacizumab; Roche): Avastin and Gilotrif have the same amount of promoters, but only one brand has a positive NPS. Which one?

Cyamza (ramucirumab; Eli Lilly): Does cost effectiveness drive a high number of Cyamza recommendations? It is a brand message that resonates with doctors?

Gilotrif (afatinib; Boehringer Ingelheim): Which leading brand’s Detractors are significantly more likely to recommend Gilotrif than other brands?

Iressa (gefitinib; AstraZeneca): Which two brand messages drive the most Iressa recommendations and resonate with the most oncologists?

Opdivo (nivolumab; Bristol-Myers Squibb): Which top-3 brand's Detractors are among the least likely to recommend Opdivo?

Tarceva (erlotinib; Roche): One brand message is as effective with Tarceva Detractors as Promoters. What is it and how many recommendations does it drive?

Xalkori (crizotinib; Pfizer/Merck): Which two low-ranking brands are most recommended by Xalkori Detractors?

Zykadia (ceritinib; Novartis): One EU5 doctor referred to Zykadia as a "great competitor" for another brand. Which one?

## TOP TAKEAWAYS

Big lead for 1st place brand: While six of the eight surveyed brands have a positive NPS, the leading brand scores almost 10 points higher than its 2nd place competitor.

Last place brand is way behind: With an NPS deep in negative territory, due largely to a high number of Detractors, the lowest brand trails its closest competitor by a full 25 points.

No qualms about switching: While overall satisfaction with the drugs surveyed is high, loyalty scores are low, and few oncologists promote one brand exclusively

Struggling to differentiate: Some brands' Promoters recommend more than 5 other brands, suggesting that differentiation is an issue.

Cost is a low priority: Cost effectiveness is a top driver of recommendations for one brand, and moderately important for one other. For the rest, clinical concerns dominate.

One brand poised for a massive share gain: 800% if it can turn its Detractors into Promoters. Several other brands are positioned for gains of 300% or more.

"Passives" are a promising target: Most brands have more Passives than Promoters or Detractors. Targeting them may be an easier way to gain share

than wooing Detractors.

Top brands are the same in EU5, US: The same three brands earn the highest satisfaction and loyalty scores in both regions.

## Explore Important Brand Loyalty Issues

NPS+ NSCLC (US) explores key issues affecting brand loyalty for drug manufacturers. You'll learn:

How satisfied the NSCLC 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 Medical Oncologists from the EU5 (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 July 3rd and 7th, 2016.

What is Net Promoter Score?

*NPS+ Non-Small Cell Lung Cancer (NSCLC) (EU5)*

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.

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