

NPS+ Psoriasis (EU5)

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Abstracts

Psoriasis: NPS results for psoriasis treatments show clear winners and losers. How does your brand rank?

Physicians in the psoriasis market are showing decidedly low levels of loyalty, but high levels of satisfaction among treatments available. When observed in comparison to the US, it is clear that Europe sees a much larger range of NPS results across the available brands. This makes it even more critical to know what brand messages are being associated with your brands, what effect this has on physicians' recommendations, and most importantly, how your brand compares to your competitors.

FirstView's NPS+ Psoriasis report compares brand loyalty for 8 major psoriasis treatments—information you can use to improve your brand's health, and boost your market share.

Based on your net promoter score (NPS), the report shows you how likely doctors are to recommend your brand—and your competitors. Plus you'll learn which brand messages drive recommendations, and get candid thoughts about your brand from prescribing dermatologists.

Intuitive, easy-to-use KPIs highlight areas for improvement and make your next steps crystal clear.

Get Answers to Key Questions about Psoriasis Treatments

Humira (adalimumab; AbbVie): Strong NPS results, but is the long term efficacy & safety of the brand affecting recommendations?

Stelara (ustekinumab; Janssen Biotech): Scoring above the mean average for

loyalty, but what one factor is stopping the detractors from recommending the treatment?

Cosentyx (secukinumab; Novartis): Promoters of Cosentyx promote the least number of other brands & physicians feedback is very positive, but how does it rank?

Enbrel (etanercept; Pfizer): Could Enbrel benefit from pushing its risk profile more to physicians?

Remicade (infliximab; MSD): Promoter numbers are evenly matched with Enbrel, but who stands to gain more from converting their detractors to promoters?

Otezla (apremilast; Celgene): Which drugs do physicians consider interchangeable with Otezla?

Inflectra (infliximab; Pfizer): Are detractors showing scepticism due to it being a biosimilar?

Remsima (infliximab; Napp/Mundipharma): Which of the EU5 countries shows the most positive feedback from physicians about Remsima?

Top Takeaways

Brands fall across a sliding scale: NPS results show a clear winner, but the range of scores makes it imperative to know where your brand is in the pecking order.

Brand with highest NPS doesn't have the most promoters: Find out why two close competitors have similar or higher numbers of promoters, but much lower scores.

Almost 15% lower satisfaction than US: Due to the availability of biosimilars, the EU5 sees a larger selection of drugs available. Find out what effect biosimilars have on the overall score.

Scepticism over biosimilar brands: Discover the feedback on the new biosimilars

and see what level of trust surrounds these medications.

The lower the NPS rank, the higher the variety of drugs prescribed: Doctors are seen to be prescribing a higher variety of drugs interchangeably – much more-so than in the US.

Importance of cost is considered very differently across brands: See how much cost factors into physicians' decisions about prescribing your brand.

Dramatically higher numbers of detractors than US: The majority of the drugs are seen to have either an equal number or more detractors than they have promoters.

Low levels of loyalty: Even the highest ranked treatments fall far below what would be considered 'moderate' levels of loyalty.

A Report Based on Expert Knowledge

We surveyed 150 dermatologists 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 March 2nd and March 16th, 2016.

Explore Important Brand Loyalty Issues

NPS+ Psoriasis (EU5) explores key issues affecting brand loyalty for Psoriasis drug manufacturers. You'll learn:

How satisfied the psoriasis market is.

How loyal doctors are to your brand.

How many other brands your promoters recommended.

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.

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.

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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.

Contents

- 1. CHART 1: NET PROMOTER SCORE?**
- 2. CHART 2: HOW LOYAL ARE DOCTORS TO MY BRAND?**
- 3. CHART 3: HOW SATISFIED IS THE MARKET?**
- 4. CHART 4: HOW MANY OTHER BRANDS ARE PROMOTED BY MY PROMOTERS?**
- 5. CHART 5: WHICH OTHER BRAND IS MOST PROMOTED BY MY PROMOTERS?**
- 6. CHART 6: WHICH OTHER BRANDS ARE PROMOTED BY MY DETRACTORS?**
- 7. CHART 7: WHAT IS MY BRAND'S MARKET SHARE AMONG PROMOTERS AND DETRACTORS?**
- 8. CHART 8: WHAT BRAND MESSAGES ARE ASSOCIATED WITH PROMOTERS, PASSIVES AND DETRACTORS (BY BRAND)?**
- 9. CHART 9: WHAT DOES MY BRAND REPRESENT TO PROMOTERS AND DETRACTORS (BY BRAND)?**
- 10. APPENDIX**

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