

NPS+ Psoriasis (US)

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Abstracts

Psoriasis: Low loyalty levels & high competition, how does your brand stack up?

Physicians in the psoriasis market are showing decidedly low levels of loyalty, but high levels of satisfaction among the available brands. Find out what brand messages are being associated with your brand, what effect they have on physicians' recommendations, and, critically, how your brand compares to your competitors.

FirstView's NPS+ Psoriasis report compares brand loyalty for 6 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. A detailed breakdown of brand associations helps you see which marketing messages are likely to succeed, while a unique “Brand DNA” section reveals doctors' candid thoughts about your brand.

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

Get Answers to Key Questions about Psoriasis Treatments

Stelara (ustekinumab; Janssen Biotech): Are physicians considering another brand as interchangeable with Stelara?

Humira (adalimumab; AbbVie): Neck & neck with a key competitor, does the route of administration involved in prescribing Humira stop physicians from recommending it?

Enbrel (etanercept; Amgen): Several promoters state that this is a safe & reliable brand, but what factors are creating a number of concerns?

Cosentyx (secukinumab; Novartis): Cosentyx & Enbrel have a similar NPS, but which brand would gain more by converting their 'passive prescribers' to 'promoters'?

Otezla (apremilast; Celgene): Otezla is being described as having a novel MOA, but what effect is this actually having on its NPS?

Remicade (infliximab; Janssen Biotech): Do the number of passive physicians represent an opportunity for Remicade to increase its NPS?

Top Takeaways

Top two brands lead with significantly higher NPS: However, the percentage of promoters across all the treatments would suggest a different outcome.

Physicians true opinions revealed: See verbatim copies of what messages physicians associate with your brand, both positive and negative

Increased loyalty could improve commercial results: Brands show low to very low levels of loyalty, examining why this is could lead to a significant commercial advantage.

Several brands have significant opportunities for NPS growth: Several brands will dramatically increase their score by turning their detractive & passive physicians into promoters.

Drug delivery method key to success or failure for many: The scores for three drugs are dramatically affected, either positively or negatively, by their mechanism of action.

Satisfaction doesn't ensure exclusivity: Majority of physicians are satisfied with the treatments available, but even with this satisfaction level, less than 20% of physicians show consistent prescription choices.

Quality of life is top of mind for many prescribers: Physicians report that QoL is a

key consideration for 4 out of 6 available brands when deciding whether or not to recommend it

Low considerations of cost: A combination of the long term effects on patients & the benefit/risk profile take the top spots for impacting on recommendations, whereas cost never makes it into the top four.

A Report Based on Expert Knowledge

We surveyed 100 US dermatologists 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 (US) 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.

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At FirstWord, we stand behind our reports. If you're not completely satisfied, we'll refund your money. Guaranteed.

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