

## NPS+ Rheumatoid Arthritis (EU5)

<https://marketpublishers.com/r/N42FA706CFBEN.html>

Date: August 2016

Pages: 0

Price: US\$ 2,495.00 (Single User License)

ID: N42FA706CFBEN

### Abstracts

Two leading brands continue to dominate satisfaction scores. Where does your brand rank?

Few brands are earning high satisfaction scores in the European rheumatoid arthritis (RA) treatment market, but two long-time leaders continue to significantly outperform struggling rivals. Meanwhile, biosimilars are poised for huge market share gains if they can win over detractors.

Get the full story in FirstView NPS+ Rheumatoid Arthritis (EU5). Request sample pages

Based on a survey of 150 rheumatologists, the report builds on the respected net promoter score (NPS), comparing brand loyalty for 11 major RA treatments and highlighting ways you can improve your brand's health—and boost market share—with easy-to-use KPIs.

Interested in the American market? Click here to see the US Edition.

### TOP TAKEAWAYS

**Two brands dominate:** In a market where only 4 of the 11 surveyed brands have a positive NPS, the two leading brands are way out front, scoring at least twice as high as the nearest competitor. These same two brands dominate the US market as well.

**Biosimilars are struggling, but there's hope:** Despite dismal satisfaction scores, biosimilars are recommended by high numbers of other brands' Promoters and Detractors, and are poised for massive share gains compared to most other brands.

Moderate satisfaction, low loyalty: Only about two-thirds of the rheumatologists surveyed are satisfied with available drugs, and few promote one brand exclusively. Loyalty scores and promotion patterns confirm their willingness to switch brands frequently.

“Passive” potential in the mid-market: Several brands have high numbers of “Passives” who are closely aligned with Promoters. Winning them over could help several middle-ranking brands push their NPS into positive territory. Find out which brand messages will be most effective.

Clinical concerns are the top priorities: Analysis of brand message effectiveness shows that safety, efficacy, and other clinical issues drive more brand recommendations, and resonate with more doctors, than cost concerns. The report reveals which messages are most effective.

## Insight into 11 Major Rheumatoid Arthritis Drugs

RoActemra (tocilizumab; Roche)

Benepali (etanercept; Biogen)

Cimzia (certolizumab pegol; UCB)

Enbrel (etanercept; Pfizer)

Humira (adalimumab; AbbVie)

Inflectra (infliximab; Pfizer)

Orencia (abatacept; BMS)

Remicade (infliximab; Merck Sharpe & Dohme)

Remsima (infliximab; Mundipharma, Napp, Kern Pharma, Biogaran)

MabThera (rituximab; Roche)

Simponi (golimumab; Merck Sharpe & Dohme)

A Report Based on Expert Knowledge

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

How satisfied the RA 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.

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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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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