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NPS+ (US) [Asthma/COPD]

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Abstracts

Is there a loyalty issue for the leading asthma/COPD brands in the US?

With so many mono and combination therapies on offer to treat asthma and COPD, how is an abundance of choice impacting brand loyalty? What do physicians think today about the leading brands? And are they talking positively or negatively about each to their peers?

Brand marketers can find out everything they need to know about how their brand is being perceived in NPS+ Asthma/COPD (US).

This report reveals satisfaction levels, message association for key brands and how well each brand is faring in the loyalty stakes. It also shows at a glance how well a brand compares to 11 other US asthma and COPD competitors, providing crucial evidence for drug marketing strategies.Interested in the European market? Click here to see the EU5 Edition.

Insight into 12 Leading Asthma/COPD Treatments

Advair (?uticasone/salmeterol; GSK)

Anoro (umeclidinium/vilanterol; GSK)

Arcapta (indacaterol; Novartis)

Breo Ellipta (vilanterol/?uticasone furoate; GSK)

Daliresp (ro?umilast; AstraZeneca)

Nucala (mepolizumab; GSK)

Seebri (glycopyrronium; Novartis)

Spiriva (tiotropium; Boehringer)

Symbicort (budesonide/formoterol; AstraZeneca)

Tudorza (aclidinium; AstraZeneca)

Utibron (indacaterol/glycopyrronium; Novartis)

Xolair (omalizumab; Novartis/Roche)

Top Takeaways

Brand loyalty is hard won: Numerous choices mean that brand preference is proving difficult to secure exclusively for asthma/COPD drugs. How do individual brands compare?

Satisfaction with drug choice is high: However, with low loyalty for specific brands, could marketers do more to help theirs stand out from the crowd?

Competition is fierce: Promoters of individual brands are also promoting 5-10 others. How much share of the Promoter pool has your brand actually secured - and can more be achieved?

Some favourites: US Promoters of every brand covered in this report claim to promote just 2 other drugs. Which two?

Which brands do Detractors choose? Those who are not fans of certain brands are still favouring others. See which brands lose out and which gain.

Explore Important Brand Loyalty Issues

NPS+ Asthma/COPD (US) offers valuable insight into brand loyalty from the perspective of those currently prescribing asthma/COPD drugs to patients. You'll discover:

Exactly how satisfied the US 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 more of a brand Promoters prescribe than Detractors.

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 100 US Pulmonologists and General Practitioners 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 3rd and 6th of April 2017.

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.

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.

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.

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