

NPS+ (US) [Cancer Pain]

<https://marketpublishers.com/r/N3C8CFE19F3EN.html>

Date: January 2017

Pages: 0

Price: US\$ 2,575.00 (Single User License)

ID: N3C8CFE19F3EN

Abstracts

Top brand has an insurmountable lead. Can your brand narrow the gap?

In our survey of 11 cancer pain drugs, only one brand earned a positive satisfaction score from US doctors. The runaway favourite, this brand is recommended by twice as many doctors as any other. The other ten brands trail far behind, and while many are poised for big market share gains, realizing them won't be easy.

Find out what your brand can do to catch up to the market leader in FirstView's NPS+ Cancer Pain 2017 (US).

Based on a survey of 100 US-based medical oncologists, the report builds on the respected net promoter score (NPS) to compare loyalty for major brands from Collegium, Depomed, Endo, INSYS Therapeutics, Mallinckrodt, Purdue, Sentynl Therapeutics, and Teva.

Easy-to-use KPIs highlight ways you can improve brand health, while a unique "Brand DNA" section reveals candid insights about your brand.

Top Takeaways

Doctors have a clear favourite: The only brand to earn a positive NPS score also has at least twice the Promoters and less than half the Detractors of any other brand.

Other brands have a tough road ahead: every other surveyed brand has a moderately negative to very negative NPS, and counts 40 percent or more of surveyed doctors as Detractors.

Massive share gains possible: Low scores mean plenty of room to improve. Five of the surveyed brands could increase their market share by 500-1000 percent by winning over Detractors.

Doctors switch brands freely: Only a third of satisfied doctors promote one brand exclusively. On average, promoters of one brand also promote more than five others.

“Passives” could provide a much needed boost: Doctors who are neither Promoters nor Detractors tend to align with the former. Winning them over could help four brands turn their NPSs positive.

Messaging might be tricky: Brand message analysis shows that for most brands, few messages resonate with more than half of Promoters.

Insight into 11 Major Cancer Pain Brands

Abstral (fentanyl sublingual; Sentynt Therapeutics)

Actiq (fentanyl transmucosal; Teva)

Exalgo (hydromorphone CR; Mallinckrodt)

Fentora (fentanyl buccal; Teva)

Lazanda (fentanyl intranasal; Depomed)

Nucynta ER (tapentadol CR; Depomed)

Onsolis (fentanyl buccal; Collegium)

Opana (oxymorphone IR; Endo)

Opana ER (oxymorphone ER; Endo)

OxyContin (oxycodone CII; Purdue)

Subsys (fentanyl sublingual; INSYS Therapeutics)

A Report Based on Expert Knowledge

We surveyed 100 US-based medical oncologists 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 January 11th and 16th, 2017.

Explore Important Brand Loyalty Issues

NPS+ Cancer Pain Management 2017 (EU5) explores key issues affecting brand loyalty for drug manufacturers. You'll learn:

How satisfied doctors are with cancer pain drugs.

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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