

## NPS+ (US) [Haemophilia A]

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### Abstracts

Major brands are stuck in a rut with US doctors

Haemophilia A drugs seem to be stuck in a rut with US doctors. The majority of haematologists surveyed for this report say they're satisfied with available brands, and their candid feedback is mostly positive. So why doesn't that come through in their satisfaction ratings? Only two of the brands we asked them about eked out positive satisfaction scores, while scores for the other nine are slightly to solidly negative.

Find out how doctors rated your brand, get insight into why, and learn what you can do to boost your satisfaction score in FirstView's NPS+ Haemophilia A 2017 (US).

Building on the respected net promoter score (NPS), the report compares nine major haemophilia A drugs, and shows you:

How loyal doctors are to your brand.

Which promotional messages resonate best.

What doctors really think of your brand, revealed in a unique "Brand DNA" section.

All with easy-to-use KPIs that highlight ways you can improve brand health.

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## Top Takeaways

In a rut: While doctors are moderately satisfied with the surveyed brands, and have mostly positive things to say about most of them, NPS and loyalty scores are low across the board.

Barely eking out a win: The top 2 brands are the only ones to earn positive NPS scores, and even they're hovering just above 0.

Whatever works: Scarcely more than 10% of doctors prescribe any one brand exclusively, and Promoters of one brand prescribe more than 6 others on average.

Pulling farther ahead: The leading brand could increase its lead, and boost its market share by up to more than 400%, by winning over Detractors.

Go-to alternative: Up to 93% of Promoters of 7 of the surveyed brands also recommend a competing brand that, according to one respondent, more patients are requesting.

Cost is a top concern for one brand: Cost effectiveness is a top-5 promotional message for only 4 of the surveyed brands, but for one of them it's the biggest driver of recommendations.

## Insight into 11 Major Haemophilia A Treatments

Advate (rurioctocog alfa; Shire)

Adynovate (rurioctocog alfa pegol; Shire)

Eloctate (efmorococog alfa; Bioverativ/Biogen)

Feiba (Anti-Inhibitor Coagulant Complex; Shire)

Helixate FS (octocog alfa; CSL Behring)

Humate-P (Antihemophilic Factor/von Willebrand Factor Complex [human]; CSL Behring)

Kogenate FS (octocog alfa; Bayer)

Kovaltry (octocog alfa; Bayer)

NovoEight (turoctocog alfa; Novo Nordisk)

Nuwiq (simoctocog alfa; Octapharma)

Xyntha (moroctocog alfa; Pfizer)

### A Report Based on Expert Knowledge

We surveyed 100 US-based haematologists 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 August 1st and 22nd, 2017.

### Explore Important Brand Loyalty Issues

NPS+ Haemophilia A 2017 (US) explores key issues affecting brand loyalty for drug manufacturers. You'll learn:

How satisfied doctors are with available treatments.

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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