

# NPS+ (US) [Haemophilia B]

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## Abstracts

Major brands eke out a win but fail to wow doctors

US haematologists had good things to say about the 6 Haemophilia B treatments we surveyed, but barely positive satisfaction ratings and low brand loyalty scores mean that brand owners still have plenty of room for improvement. They may want to start by revisiting their messaging strategies. Our research shows that few brand messages are hitting the spot with more than half of doctors.

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

Building on the respected net promoter score (NPS), the report compares six major haemophilia 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

Perception is good: Candid “Brand DNA” feedback shows that even Detractors of the surveyed brands tend to have positive things to say about them.

No time to rest on your laurels: Every brand but one eked out a positive Net Promoter Score, but just barely.

Growth opportunity: Most brands have more “Passives” (doctors who are neither Promoters nor Detractors) than Detractors. How can you win them over?

Loyalty is an issue: Loyalty scores are low across the board, and less than 20% of doctors prescribe one brand exclusively.

The last place brand could surge ahead: The brand with the lowest NPS could increase its market share by over 350% if it can win over Detractors.

Sending the wrong message? Brand message analysis shows that for most brands, few promotional messages resonate with more than half of doctors.

## Insight into 6 Major Haemophilia B Treatments

Alprolix (eftrenonacog alfa; Bioverativ)

BeneFIX (nonacog alfa; Pfizer)

Feiba (Anti-Inhibitor Coagulant Complex; Shire)

Idelvion (albutrepenonacog alfa; CSL Behring)

MonoNine (Coagulation Factor IX [human]; CSL Behring)

Rixubis (nonacog gamma; Shire)

## 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 B 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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