

NPS+ (US) [HIV]

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Abstracts

Doctors upbeat about HIV treatments, but satisfaction runs highest for 3 brands

Doctors may be satisfied with available HIV treatments overall, but when we surveyed 100 US-based infectious disease specialists and general practitioners, five of the ten brands we asked them about earned negative satisfaction scores. Meanwhile, the top three brands are way ahead, and one of them is poised for big market share gains.

Find out how your brand measures up, and what you can do to boost your score in FirstView's NPS+ HIV 2017 (US).

Building on the respected net promoter score (NPS), the report compares loyalty for ten major HIV drugs. Easy-to-use KPIs highlight ways you can improve brand health, while a unique "Brand DNA" section—packed with candid comments from doctors—may reveal what's keeping leading brands on top, and holding lagging brands back.

Top Takeaways

Doctors are upbeat: While only half of the surveyed brands earned a positive net promoter score (NPS), more than three quarters of doctors surveyed are satisfied with available brands.

Three brands lead the pack: the top three brands score four to five times as high as their fourth-place rival.

Brand DNA shows changing of the guard: Half of the surveyed brands are outdated, have better alternatives, or face declining use, according to some detractors.

A top brand is poised for massive share gains: Several brands could boost their market share by winning over Detractors, but the second-place brand stands to gain more than 600 percent.

A trailing brand is in big trouble: Boosting a low NPS will be difficult for the second-to-last-place brand. Brand attribute analysis shows that few messages resonate at all with surveyed doctors.

Doctors use whatever works: Loyalty scores are low across the board, and Promoters of one brand tend to promote five others on average. Cost is not a strong driver of recommendations.

Insight into 10 Major HIV Brands

Descovy (emtricitabine/tenofovir alafenamide; Gilead)

Genvoya (cobicistat/elvitegravir/emtricitabine/ tenofovir alafenamide; Gilead)

Isentress (raltegravir; Merck & Co.)

Prezcobix (darunavir/cobicistat; Gilead)

Prezista (darunavir; Janssen Biotech)

Reyataz (atazanavir; BMS)

Stribild (elvitegravir/emtricitabine/tenofovir disoproxil fumarate/cobicistat; Gilead)

Triumeq (abacavir/dolutegravir/lamivudine; ViiV Healthcare)

Truvada (emtricitabine/tenofovir disoproxil fumarate; Gilead)

Viread (tenofovir disoproxil fumarate; Gilead)

A Report Based on Expert Knowledge

We surveyed 100 US-based infectious disease specialists 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 February 3rd and 8th, 2017.

Explore Important Brand Loyalty Issues

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

How satisfied doctors are with HIV 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.

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views and intelligence on the challenges facing pharma today.

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