

## NPS+ (US) [Melanoma]

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### Abstracts

Is lack of experience hurting doctors' perceptions of your brand?

Lack of experience may be keeping two melanoma treatments from earning higher satisfactions scores. Results of our survey show that US-based medical oncologists and dermatato-oncologists are optimistic about these two drugs, but haven't had many opportunities to prescribe them. Meanwhile, the top 2 brands are comfortably ahead thanks mainly to widespread perceptions about their clinical effectiveness and benefit to patients.

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+ Melanoma 2017 (US).

Building on the respected net promoter score (NPS), the report compares eight major melanoma drugs with easy-to-use KPIs that highlight ways you can improve brand health. You'll also see how loyal doctors are to your brand, learn which promotional messages resonate best, and get doctors' candid thoughts in a unique "Brand DNA" section.

### Top Takeaways

Doctors are happy, but not very loyal: While more than two-thirds of doctors are satisfied with available treatments, less than a quarter of them prescribe one brand exclusively.

The top brands get results: Two brands are vying for first place, with doctors recommending them mainly because of their clinical effectiveness.

The market leader could surge even further ahead: The brand with the highest

NPS could increase its already sizeable market share by almost 1,000% if it can win over Detractors.

Lack of experience is hurting the two trailing brands: While some doctors have good things to say about each of these brands, many report that they haven't had a chance to prescribe them.

Are the two trailing brands the drugs of last resort? Promoters of one tend to recommend the other more than competing products.

Convenient administration is important: Promotional messages related to administration are a key driver of recommendations for half of the surveyed brands.

## Insight into 7 Major Melanoma Brands

Cotellic (cobimetinib; Roche)

Imlygic (talimogene laherparepvec; Amgen)

Keytruda (pembrolizumab; Merck & Co.)

Mekinist (trametinib; Novartis)

Opdivo (nivolumab; Bristol-Myers Squibb)

Tafinlar (dabrafenib; Novartis)

Yervoy (ipilimumab; Bristol-Myers Squibb)

Zelboraf (vemurafenib; Roche)

## A Report Based on Expert Knowledge

We surveyed 100 US-based medical oncologists and dermato-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 May 3rd and 9th, 2017.

## Explore Important Brand Loyalty Issues

NPS+ Melanoma 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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At FirstWord, we stand behind our reports. If you're not completely satisfied, we'll refund your money. Guaranteed.

## About FirstWord

FirstWord is an innovative industry intelligence leader serving over 240,000 Pharma and MedTech professionals worldwide. FirstWord offers a range of products and services designed to help your company gain a competitive edge by making key business decisions with speed and confidence.

FirstWord Pharma PLUS is a personalised and comprehensive intelligence service delivering up-to-the-minute pharma news, insight, analysis and expert views of importance to your company's success.

FirstWord Reports deliver timely, need-to-know intelligence about your products, your competitors and your markets. Covering biosimilars, market access, medical affairs, sales & marketing, technology and therapy areas, FirstWord Reports provide expert views and intelligence on the challenges facing pharma today.

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