

NPS+ (US) [Parkinson's Disease]

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Abstracts

Only three drugs get positive satisfaction scores from oncologists. Is your brand one of them?

US neurologists are satisfied with available Parkinson's disease treatments, but that doesn't mean they're happy with every brand. Survey results show that six of the eleven brands we looked at earned low—and sometimes downright dismal—satisfaction scores. Fortunately, there are things your brand can do to win over more doctors, boost your score, and pick up market share.

Find out what they are in FirstView's NPS+ Parkinson's Disease 2017 (US).

Based on a survey of 100 US-based neurologists, the report builds on the respected net promoter score (NPS) to compare loyalty for 11 major Parkinson's drugs. 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

It's a two-tier market: Five of the surveyed brands earned modest positive net promoter scores (NPSs). Scores for the other six brands range from slightly negative to very negative.

Some brands are poised for massive share gains: Five of the surveyed brands stand to increase their market share by 600-700 percent by winning over Detractors.

Doctors are moderately satisfied, but not brand loyal: While nearly 75% of surveyed doctors are satisfied with available brands, promoters of one brand

promote five others on average.

Cost is important for some brands: For five of the eleven brands surveyed, cost effectiveness is a top-five driver of recommendations from doctors.

Passives have the power: Winning over “Passives”—doctors who are neither Promoters nor Detractors—could help at least two low-ranked brands bring their NPSs into positive territory.

Support in key areas: Brand message analysis shows that many Passives align closely with Promoters on key messages—information that can help guide your brand marketing strategies.

Insight into 11 Major Parkinson's Disease Brands

Apokyn (apomorphine; US Worldmeds)

Azilect (rasagiline; Teva)

Comtan (entacapone; Novartis)

Dostinex (cabergoline; Pfizer)

Duopa (levodopa/carbidopa intraduodenal; Abbvie)

Neupro (rotigotine; UCB)

Requip (ropinirole; GlaxoSmithKline)

Requip XL (ropinirole ER; GlaxoSmithKline)

Rytary (levodopa/carbidopa; Impax Pharmaceuticals)

Stalevo (levodopa/carbidopa/entacapone; Novartis)

Tasmar (tolcapone; Valeant)

A Report Based on Expert Knowledge

We surveyed 100 US-based neurologists 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+ Parkinson's Disease 2017 (US) explores key issues affecting brand loyalty for drug manufacturers. You'll learn

How satisfied doctors are with Parkinson's disease 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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