

## NPS+ (US) [PsO]

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### Abstracts

Two psoriasis treatments get a thumbs-down from otherwise satisfied doctors

Dermatologists may be happy with psoriasis treatments overall, but they gave dismal satisfaction scores to 2 of the 8 brands we surveyed them about. There is hope, though, as at least one of those brands is poised for a massive market share gain—up to 1000%—if it can win over Detractors.

Find out what's driving your brand's satisfaction score, and what you can do to improve it, in FirstView's NPS+ Psoriasis 2017 (US).

Building on the respected net promoter score (NPS), the report compares eight major psoriasis 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 with most brands: Five of the eight surveyed brands earned positive net promoter scores (NPSs), and most doctors say they're satisfied with available treatments.

Three drugs didn't make the cut: Each one earned a negative NPS (two of them very negative). Comments in the report's Brand DNA section suggest why doctors don't recommend them.

One trailing brand is poised for big gains: Winning over Detractors could yield a market share increase of up to 1000% for the second-lowest scoring brand.

The other trailing brand looks like the go-to alternative: Promoters of nearly every surveyed treatment tend to also recommend the lowest-scoring brand.

Promotional messages with a clinical focus work best: One message in particular is the top driver of recommendations for half of the surveyed brands.

Don't expect brand loyalty: Just over 10% of surveyed doctors promote one brand exclusively. Loyalty scores are low across the board, and especially for the two lowest-ranked brands

## Insight into 8 Major Psoriasis Brands

Cosentyx (secukinumab; Novartis)

Enbrel (etanercept; Amgen)

Humira (adalimumab; AbbVie)

Inflectra (infliximab-dyyb; Pfizer)

Otezla (apremilast; Celgene)

Remicade (infliximab; Janssen Biotech)

Stelara (ustekinumab; Janssen Biotech)

Taltz (ixekizumab; Eli Lilly)

## A Report Based on Expert Knowledge

We surveyed 100 US-based dermatologists 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 March 2nd and 8th, 2017.

## Explore Important Brand Loyalty Issues

NPS+ Psoriasis 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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