

## NPS+ (US) [RCC]

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### Abstracts

How 'healthy' are brand loyalty and satisfaction levels amongst RCC oncologists?

With some relatively recent entrants gaining ground amongst a field of established drugs, how is brand loyalty faring across the Renal Cell Carcinoma (RCC) market in the US? Are oncologists satisfied with what's available? And how well are key messages on safety, cost and risk profile getting through?

A 'must read' for marketers and market access specialists, NPS+ Renal Cell Carcinoma brings focus and clarity for 9 leading US RCC treatments. See not only how your brand is currently being perceived, but also how loyal (or not) doctors are to you and your competitors' offerings.

Get Answers to Key Questions About RCC Treatments

**Afinitor (everolimus):** Which two key messages are getting through to the majority of Afinitor's Promoters? And which other two important messages are clearly lagging behind?

**Avastin (bevacizumab):** 50% or more of the oncologists surveyed – whether Promoters, Passives or Detractors of Avastin – all cited the same key benefit for this drug. Which one?

**Cabometyx (cabozantinib):** Should market access be doing more to present the value case for Cabometyx?

**Inlyta (axitinib):** How well are clinical benefits such as efficacy, risk profile and safety resonating with oncologists compared to non-clinical ones such as dosing convenience and value for money?

Nexavar (sorafenib): Amongst Promoters of 6 out of 8 of the other brands surveyed, this brand is most commonly also promoted. Is this down to one key message hitting home?

Opdivo (nivolumab): How does Opdivo rate for brand loyalty and which other brands could threaten its position?

Sutent (sunitinib): Self-confessed Promoters of Sutent are now actively promoting four or more other brands too. One is a clear forerunner. Who should marketers be worrying most about?

Torisel (temsirolimus): Could Torisel Passives hold the key to increasing share for this brand? Almost half cite one particular message as key.

Votrient (pazopanib): Promoters of Votrient also commonly promote just one other brand. Find out which one.

## Top Takeaways

Low loyalty scores across the board: Clearly all the leading RCC brands are struggling to control switching activity amongst doctors. Is your brand better or worse than others?

Oncologists are largely satisfied with the options available: But is this good news? In a competitive market with little loyalty, it may indicate that brands need to differentiate more.

Competition is keen: Promoters of individual brands are also promoting at least three others – some up to six others. Are your hard-won Promoters jumping ship?

Winners and losers: Who are you losing out to? Find out what Detractors of your brand (and your competitor brands) are favouring. And which of your competitors' Detractors are choosing your brand.

Clear favourites: Promoters of ALL the brands included in the survey most commonly promote just two other drugs. Which two?

## A Report Based on Expert Knowledge

We surveyed 100 US Medical 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 January 11th and 17th, 2017.

## Explore Important Brand Loyalty Issues

NPS+ Renal Cell Carcinoma (US) looks into the perceptions and views impacting RCC brand loyalty from the perspective of those making prescribing decisions. You'll learn:

How satisfied the RCC market is.

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 more of a brand Promoters prescribe than Detractors

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?

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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.

**MONEY BACK GUARANTEE!**

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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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