

Physician Views: What drives physician brand loyalty in the ultra-competitive multiple sclerosis market?

<https://marketpublishers.com/r/P62FB18EA81EN.html>

Date: May 2014

Pages: 0

Price: US\$ 695.00 (Single User License)

ID: P62FB18EA81EN

Abstracts

The multiple sclerosis market is arguably one of the most competitive in pharma, shaped in part by a handful of products (Avonex, Betaseron, Copaxone and Rebif) that are both effective, very well established and which deliver broadly comparable efficacy. In more recent years, an 'oral revolution' has advanced the therapeutic optionality for MS patients, but simultaneously left room for further improvements.

As patients await the next generation of therapies to emerge from the clinic – potentially improving care in certain subtypes of the disease or facilitating the repair of damage caused by MS – another dynamic is likely to emerge via the potential launch of generic Copaxone products.

Despite the competitive nature of this disease market, prices for MS drugs have risen notably in recent years; a recently published (by Bloomberg) list of 73 drugs that have seen a US list price increase of 75 percent or more since 2007 included five of the most widely prescribed MS drugs.

With the potential launch of generic Copaxone set to provide some form of platform for pricing pressure, will other factors that have driven brand loyalty in MS be overlooked or will the dynamics that have allowed this therapy to persist as one of the strongest growing in recent years remain in place?

Against this backdrop, FirstWord polled 186 neurologists based in the US and EU5 to ask them a series of questions about their approach to using MS therapies. Specifically we asked them

How they rate their personal level of loyalty to the MS treatments they

prescribe?

In what segment of the MS market is their loyalty to particular products strongest?

What a new therapy would need to demonstrate versus existing treatments to change their prescribing habits?

What clinical attribute (apart from efficacy) they believe is the most important differentiator between approved MS therapies?

What commercial attribute they believe is the most important differentiator between approved MS therapies?

I would like to order

Product name: Physician Views: What drives physician brand loyalty in the ultra-competitive multiple sclerosis market?

Product link: <https://marketpublishers.com/r/P62FB18EA81EN.html>

Price: US\$ 695.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/P62FB18EA81EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

