

MARKET REPORT



Market Access Impact (US) [Myeloma]

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Market Access Impact (US) [Myeloma]

Find out why doctors can't prescribe your brand, and what you can do about it

Market barriers affect 16% of multiple myeloma prescriptions in the US, and most brands lose market share because of them. According to the medical oncologists and haematologists we surveyed, that's a problem with no single solution; many of them experience as many as 2 different barriers with any given brand, and for some brands that grows to 3.

Find out which barriers cost your brand the most market share, which competitors are taking it from you, and what you can do to win it back, in Market Access Impact: Multiple Myeloma (US).

Based on a survey of 100 medical oncologists and haematologists, the report covers 9 major therapies from Janssen Biotech, Genmab, AbbVie, BMS, Novartis, Amgen, Takeda and Celgene. Handy graphs and charts show you how 7 barriers affect your market share, revealing which competitors you gain share from, and lose it to.

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Top Takeaways

Most brands lose out. While every brand wins and loses share because of barriers, 7 of the 9 surveyed brands see a net loss.

One brand leads the table, another can't catch a break. Find out which brand sees a net share gain from every other surveyed brand, and which one sees a net loss to every other brand.

No single barrier is to blame. Up to 20% of surveyed doctors experience 2 or more barriers with the surveyed brands, with some experiencing 3 barriers.

Some brands have a perception problem. Over 30% doctors wouldn't consider prescribing one of the brands; is it your brand, and what could you do about it?

Cost is a huge problem for three brands. Between 25-35% of doctors experience cost barriers with these 3 five brands. That's at least 10% more than the leading competitor.

Insight into 7 Major Multiple Myeloma Treatments

Darzalex (daratumumab; Janssen Biotech/Genmab)

Empliciti (elotuzumab; AbbVie/BMS)

Farydak (panobinostat; Novartis)

Kyprolis (carfilzomib; Amgen)

Ninlaro (ixazomib; Takeda)

Pomalyst (pomalidomide; Celgene)

Revlimid (lenalidomide; Celgene)

Thalomid (thalidomide; Celgene)

Velcade (bortezomib; Takeda)

Exploring Market Access Barriers

Market Access Impact: Multiple Myeloma (US) explores key issues affecting drug manufacturers. You'll learn:

How barriers affect market access:

What brands do doctors prescribe the most?

How many prescriptions do barriers affect?

Which barriers have the biggest impact?

How barriers affect your brand:

How many doctors prescribe your brand? How many don't, but would consider it?

Why don't doctors prescribe your brand? What do they prescribe instead?

Which competing brands does your brand take market share from?

A Report Based on Expert Knowledge

We surveyed 100 US-based medical oncologists and haematologists, chosen from the largest community of validated physicians in the world.

All respondents:

Have been practicing for 2+ years

Prescribed at least one of the listed products

Seen at least 5 patients with NSCLC in total in the last month

We conducted the survey between September 1-12, 2017

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