

MARKET REPORT



NPS+ (US) [Myeloma]

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NPS+ (US) [Myeloma]

How does your myeloma brand stack up against the competition?

There are various options available to US oncologists and haematologists to treat multiple myeloma. Clearly some of these options are achieving greater levels of loyalty and satisfaction than others – but why? What are the key factors driving physician choice and how does each of the leading brands compare to its competitors?

NPS+ Multiple Myeloma (US) gives a unique insight into the overall brand health of 9 leading treatments for multiple myeloma currently being used in North America. 100 oncologists and haematologists were surveyed on key issues including brand messaging, prescribing behaviour and satisfaction levels. The results provide valuable insight for brand marketers seeking new ways to stand out.

Interested in the European market? [Click here](#) to see the EU5 Edition.

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Top Takeaways

Two brands lead the chasing pack: For both brand health and loyalty, two drugs top the table in the US. Is the gap large or small? And how much longer before others close the gap?

Allegiance is an issue: Loyalty scores reveal that doctors are likely to switch between brands. Which individual drugs are more vulnerable than the rest?

Satisfaction has a downside: The majority of doctors are satisfied with the myeloma therapies on offer – but with a wide range of choices, standing out from the rest is proving difficult for some.

A tale of complementary combinations: Promoters of all brands have multiple second choices, suggesting drugs are used interchangeably. Are combinations at play or do physicians believe all myeloma drugs are interchangeable?

Time to appease the passives: For some brands the number of Passives is very high. Big market share gains could come if some companies focused on this group of physicians. Is your brand one of them?

Loud and clear: For some drugs, specific brand messages are resonating more with doctors, even amongst Passives and Detractors. Find out what doctors are hearing or missing.

[Insight into 9 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)

Explore Important Brand Loyalty Issues

NPS+ Multiple Myeloma (US) gives you clear and independent insight into myeloma brand loyalty from the doctors' perspective. You'll discover:

Exactly how satisfied the European 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 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.

A Report Based on Expert Knowledge

We surveyed 100 US oncologists and haematologists across the EU5 (France, Italy, Germany, Spain, UK) chosen from the largest community of validated physicians in the world.

We conducted the survey between October 8-24, 2017.

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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