

MARKET REPORT



NPS+ Myeloma (US) 2016

BioPortfolio
Life Science Healthcare and
Pharmaceutical
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NPS+ Myeloma (US) 2016

Overall satisfaction is high, but three brands are way ahead. Can your brand catch up?

Our survey of 100 medical oncologists and haematologists shows that while US doctors are happy with available myeloma therapies, some brands are doing a whole lot better than others. Can mid-ranked brands catch up to the three market leaders? Can the two lagging brands lift their scores out of negative territory?

Find out how your brand is doing, and how to improve, in FirstView NPS+ Multiple Myeloma (US).

The report builds on the respected net promoter score (NPS) to compare loyalty for 9 Myeloma drugs, highlighting ways you can improve brand health—and boost market share—with easy-to-use KPIs.

Plus, candid feedback from respondents reveals which brand one doctor said would “probably become standard of care” and which brand one referred to as, “a mediocre tool that needs a crutch to work.”

Top Takeaways

Three clear winners: The three leading brands have significantly higher scores than the rest of the pack. The top two brands also lead the EU5 market.

Nearly all brands have positive NPS: Only two of the nine surveyed brands have negative scores, and both are deep in negative territory.

Two brands poised for massive share gains: The two lowest ranking brands stand to quintuple and quadruple their market share respectively if they can turn their Detractors into Promoters.

High satisfaction, low loyalty market: Most of the doctors we surveyed are satisfied with available treatments, but are willing to switch freely. Doctors who recommend one brand tend to also recommend up to 6 or more other brands.

“Passive” potential for middle-ranking brands: Several brands in the middle of the pack have high numbers of “Passives” who are more closely aligned with Promoters than Detractors. Winning them over could be the key to competing with leading brands.

Cost is an important concern: Although messages related to cost don’t necessarily resonate with many doctors, it is a top-3 driver of recommendations for five of the nine surveyed brands.

Insight into 9 Major Myeloma Brands

Darzalex (daratumumab; Johnson & Johnson)

Empliciti (elotuzumab; BMS/AbbVie)

Farydak (panobinostat; Novartis)

Kyprolis (carfilzomib; Amgen)

Ninlaro (ixazomib; Takeda)

Pomalyst (pomalidomide; Celgene)

Revlimid (lenalidomide; Celgene)

Thalomid (thalidomide; Celgene)

Velcade (bortezomib; Takeda)

A Report Based on Expert Knowledge

We surveyed 100 US medical oncologists and haematologist, 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 October 3rd and 17th, 2016.

Explore Important Brand Loyalty Issues

NPS+ Multiple Myeloma (EU5) explores key issues affecting brand loyalty for drug manufacturers. You'll learn:

How satisfied the Myeloma 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.

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.

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