

MARKET REPORT



NPS+ Myeloma (EU5) 2016

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NPS+ Myeloma (EU5) 2016

Two brands are way out front in an otherwise unsatisfied market. Where does your brand rank?

According to our survey of 150 medical oncologists and haematologists, doctors in the EU5 countries are not happy with available myeloma therapies. Which two brands managed to buck the trend and earn high satisfaction scores? What can the rest do to bring their scores up, and boost their market share?

Find out in FirstView NPS+ Multiple Myeloma (EU5).

The report builds on the respected net promoter score (NPS) to compare loyalty for 7 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 called “the drug of the future” and which one earned the comment, “Promising, but the results don’t back it up.”

Top Takeaways

Market leaders are way ahead: In a market where only 3 of the 7 surveyed brands have a positive NPS, the top two brands have a seemingly insurmountable lead. The same two brands also dominate the US market.

Two brands poised for massive share gains: The lowest ranking brand and one middle-ranking brand stand to eightfold and fivefold increases in their market share respectively if they can turn their Detractors into Promoters.

Low satisfaction, low loyalty market: Nearly 40% of the doctors we surveyed are not satisfied with available drugs. Even satisfied doctors rarely promote one brand exclusively. Low loyalty scores confirm their willingness to switch brands frequently.

Lack of hands-on experience could be pushing scores down: Several of the surveyed doctors say they simply haven’t used some of the surveyed brands. Could that be contributing to low NPS scores?

“Passive” potential: Four brands have high numbers of “Passives” who are closely aligned with Promoters. Could winning them over help these brands lift their NPS’ out of negative territory?

Clinical concerns are doctors’ top priorities: Brand message effectiveness data shows that clinical issues drive more brand recommendations, and resonate with more doctors, than cost concerns. However, cost is the leading driver, and a key message for one brand.

Insight into 7 Major Myeloma Brands

Darzalex (daratumumab; Johnson & Johnson)

Farydak (panobinostat; Novartis)

Imnovid (pomalidomide; Celgene)

Kyprolis (carfilzomib; Amgen)

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Revlimid (lenalidomide; Celgene)

Thalidomide (thalidomide; Celgene)

Velcade (bortezomib; Johnson & Johnson)

A Report Based on Expert Knowledge

We surveyed 150 medical oncologists and haematologists from the EU5 (France, Italy, Germany, Spain, UK), 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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