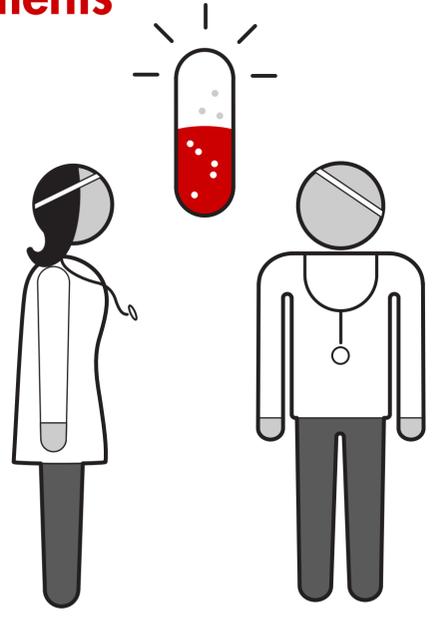
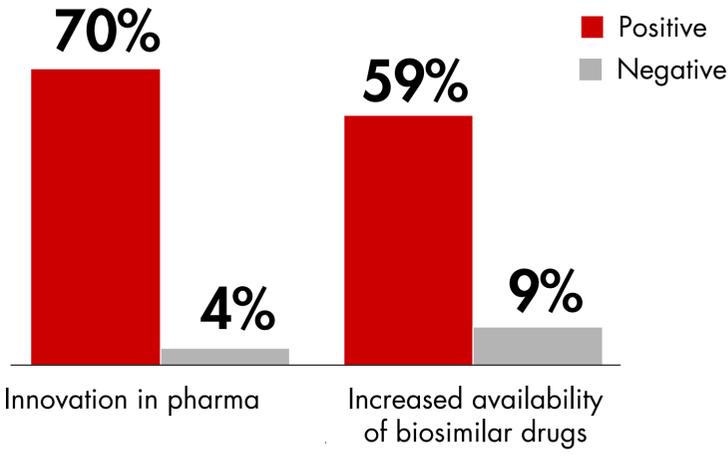


# PHYSICIANS' PHARMA FRUSTRATION

How drug companies can combat doctors' growing discontent

## Doctors believe pharma innovation is important for their patients

How physicians rate the impact of medical trends on quality of care

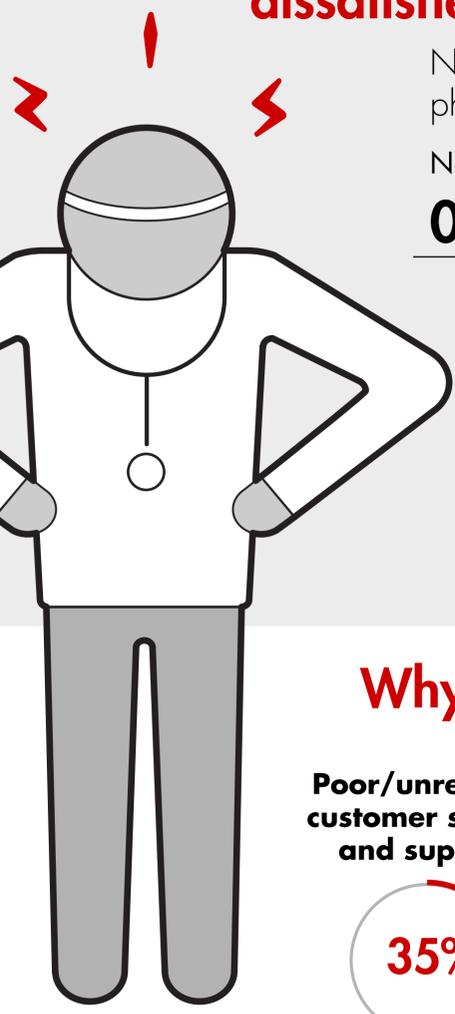


## However, European doctors are increasingly dissatisfied with pharma companies

Nonsurgical doctors gave each of the 23 leading pharma manufacturers low scores ...

Net Promoter Score®

0 ← Best



## Why doctors are unhappy

Poor/unreliable customer service and support



No clear point of contact



High price

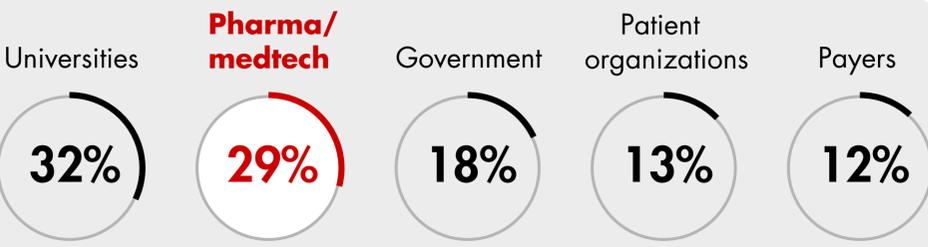


Insufficient portfolio breadth



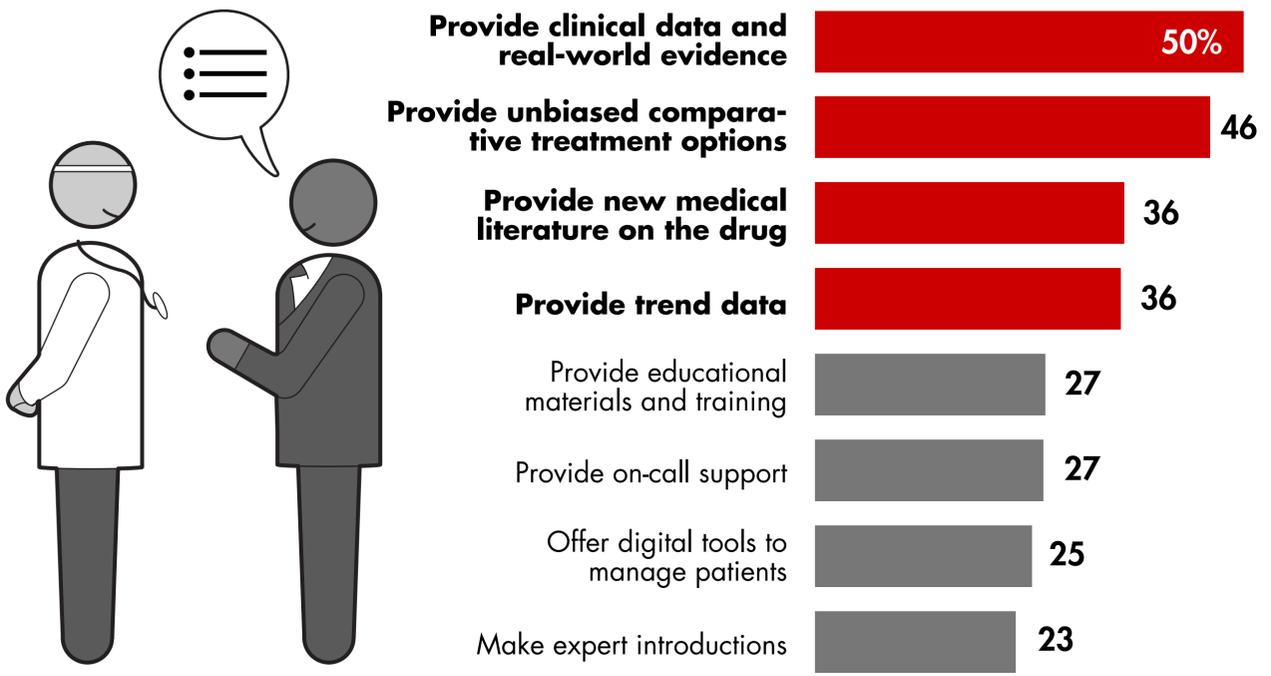
## Doctors also say they can't get the information they need

Percentage of nonsurgical doctors who say these sources met their expectations for unbiased information



## What doctors want: unbiased information

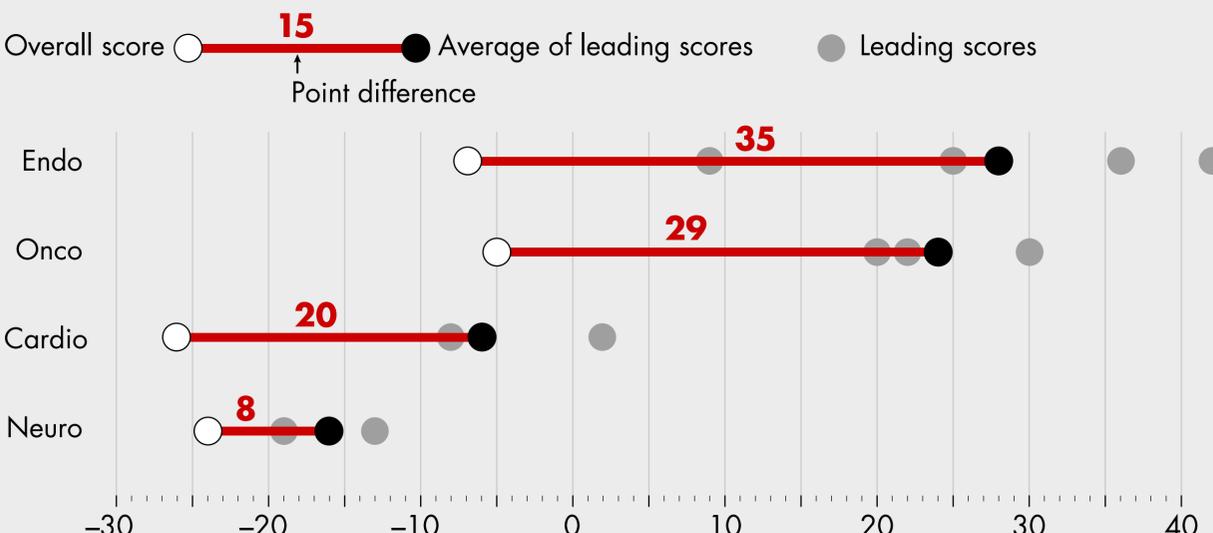
Percentage of nonsurgical physicians who rank these services among the three most valuable roles of sales and medical representatives\*



\*Services listed in the top three by more than 20% of physicians

## Doctors also value the expertise of category leaders

In pharma, category leaders' Net Promoter Scores are significantly better than the average for a given specialty.



Source: Bain Europe Front Line of Healthcare Survey, 2018 and 2016

Read more:



Front Line of Healthcare Report 2018

[www.bain.com/europe-healthcare-2018](http://www.bain.com/europe-healthcare-2018)

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