



Hyperkalemia (US)

OVERVIEW

In October 2015, the first new treatment for hyperkalemia in over 50 years was approved by the FDA. Veltassa (Patiromer FOS), was subsequently launched by Relypsa, Inc. Another agent, ZS-9, is being developed by ZS Pharma/AstraZeneca recently received a Complete Response Letter and may be approved in 2016. Up until now, the management of hyperkalemia has largely focused on acute interventions and short term use of Kayexalate, a product associated with poor tolerability and serious adverse events. New agents make chronic treatment of hyperkalemia a possibility, enabling many patients to continue on RAAS inhibitors without the threat of high potassium

This monthly report series focuses on the launch of Veltassa (and later ZS-9), understanding trial, adoption, and usage. Important promotional metrics are captured as well. The rapid field-to-insight turnaround, highly relevant content and unparalleled market understanding make **RealTime Dynamix™** an essential tool for those following the evolution of the hyperkalemia market.

SAMPLE & METHODOLOGY

Each month, ~100 US nephrologists complete an online survey. The respondents are recruited from the Spherix Network, proprietary panel of over 800 US nephrologists. Participants may participate once per quarter and must meet certain screening criteria. Recruiting is managed to capture a regionally and demographically representative sample.

KEY QUESTIONS ANSWERED

- How are nephrologists becoming familiar with Veltassa?
- What is the estimated market potential for Veltassa within the nephrology space?
- What are the barriers to uptake of Veltassa?
- What is the perception of nephrologists toward VELTASSAKonnect, the Relypsa program for navigating insurance coverage?
- How are nephrologists using Veltassa? For which patient types? In what setting? What agent, if any, is Veltassa replacing?
- How satisfied are nephrologists with Veltassa?
- How familiar are nephrologists with ZS-9? What are the points of differentiation between the products?

Products Profiled:

Veltassa (Relypsa), ZS-9 (Phase 3, ZS Pharma/AstraZeneca), RDX-022 (Phase 2, Ardelyx)

Generics: Kayexalate/SPS, sodium bicarbonate, diuretics, calcium gluconate, i

Key Dates:

Comments and Proprietary Questions Due on the 12th of each month.

Report publishes on the last day of each month

Deliverables:

- PowerPoint report each month and annual compendium
- Frequency Tables & Summary Statistics
- On-site presentation

Related Reports:

- **RealTime Dynamix™**: Hyperkalemia (Cardiology)
- **RealWorld Dynamix™**: Hyperkalemia
- **Market Dynamix™**: Hyperkalemia EU5