



Multiple Myeloma (US)

OVERVIEW

The US multiple myeloma (MM) market is one of the more dynamic and complex therapeutic areas within the cancer landscape. New and emerging therapeutic options such as Amgen's Xgeva, BMS' Empliciti, Janssen's Darzalex, and Takeda's Ninlaro are rapidly changing oncologists views on drug combinations, sequencing, and goals of therapy.

RealTime Dynamix™: Multiple Myeloma (US) 2018 series provides a detailed and timely look at current and future trends in the MM market and the impact to leading brands related to the rapidly evolving landscape. The independent study features quarterly releases, allowing for close monitoring and trending of key performance metrics. In addition to the trended measures, the report also includes granular insight on recent launches and variable content addressing cutting edge issues. The rapid field-to-insight turnaround time, highly relevant content, and unparalleled knowledge of the oncology market make this an essential tool for companies competing in the space, as well as those with near-term plans to enter it.

SAMPLE & METHODOLOGY

The report is based on an online survey of ~100 US oncologists and is fielded on a quarterly basis.* Respondents are recruited from the Spherix Network, a proprietary group of oncologists in clinical practice meeting quality screening criteria. Our relationship with the network leads to more engaged respondents resulting in higher quality output and insight.

KEY QUESTIONS ANSWERED

- What are the current unmet needs in the multiple myeloma market and how does this compare to the perceived need for other oncologic diseases?
- What specific elements within the MM market are associated with the highest need and which pipeline agents are poised to deliver on these opportunities?
- With the advent of so many new therapeutic agents and rethinking of strategies, what recent changes have oncologists made with regard to the treatment of MM?
- For those who attended ASH/ASCO, what data specifically was most compelling as it relates to diagnosis, risk assignment, and treatment of MM?
- Which products are experiencing an upswing in utilization (numbers of patients, extended treatment durations) in which patient populations and what is driving that shift? What are the leading barriers to the leading brands?
- How is Xgeva being adopted in MM?
- What is the expected impact upon current treatment approaches if proposed new therapies for smoldering multiple myeloma treatment prove viable?
- How will biomarkers begin to redefine the goals of therapy, affect treatment selection, and expand treatment to new patient sub-populations? How will broader use of minimal residual disease (MRD) as a biomarker for progression risk alter current treatment guidelines?
- What barriers are payers erecting for the use of 3 and 4 drug combinations in new and R/R MM?
- What near term shifts in treatment paradigms should be expected with potential new indications of Mab's in primary combination therapy?
- How familiar are oncologists with pipeline agents and which agents do they feel will bring the most value to their practice?

Products Profiled

Commercial Products

Amgen (Kyprolis, Xgeva), BMS (Empliciti), Celgene (Pomalyst, Revlimid), Janssen (Darzalex), Novartis (Farydak), Takeda (Ninlaro, Velcade)

Key Dates

- Q1 March
- Q2 June
- Q3 September
- Q4 December

Note: a three day embargo is placed on delivery to non-manufacturers allowing clients time to digest the findings before public dissemination

Deliverables

- PowerPoint report
- Frequency table & summary statistics
- On-site or web-based presentation with brand-specific customized analysis
- Access to Spherix analysts for ad hoc queries
- List match services available at no additional fees
- Proprietary questions (for purchasers of the annual series)

**Respondents are limited to participating twice per year.*