

MARKET REPORT



Physician Views: Life after Gleevec in the chronic myeloid leukaemia (CML) market?

BioPortfolio
Life Science Healthcare and
Pharmaceutical
Market Research and
Corporate Data



Physician Views: Life after Gleevec in the chronic myeloid leukaemia (CML) market?

BioPortfolio has been marketing business and market research reports from selected publishers for over fifteen years. BioPortfolio offers a personal service to our customers with dedicated research managers who will work with you to source the best report for your needs. Based in the UK, BioPortfolio is well positioned to coordinate our customers' orders sourced from over 50 global report publishers.

We are pleased to present details of this report to assist your buying decision and administrative process. You will find easy-to-use *How To Buy* information on the last page of this document.

We look forward to being of service to you.

If you have bulk and/or recurring requirements, please get in touch - we can liaise with publishers to obtain sample pages and negotiate discounts on your behalf.

Phone: +44 (0)7887 945155 or **Email:** bioportfolio97@gmail.com

Physician Views: Life after Gleevec in the chronic myeloid leukaemia (CML) market?

Scope

Novartis' Gleevec is widely credited as being one of the most important drug launches of all time, having revolutionised the treatment of chronic myeloid leukaemia (CML) and transformed what was a terminal disease into a chronic one. As a result, the drug has reaped significant commercial benefits for Novartis, generating global sales of \$4.7 billion in 2012.

However, the CML market has become increasingly crowded, following the launch of second-generation therapies - Novartis' own Tasigna and Bristol-Myers Squibb's Sprycel - and the recently launched third-generation therapy Iclusig, which is marketed by Ariad Pharmaceuticals.

Paragraph>Most usage of second- and third-generation therapies currently occurs in patients who do not gain sufficient benefit from Gleevec (which accounts for approximately 85 percent of first-line usage - which in turn accounts for around 82 percent of market share). However, some analysts and industry commentators believe that the more potent second- and third-generation products have an opportunity to be used more widely - built around a thesis that earlier use with these products produces a deeper and a faster response, which could potentially prolong overall survival (Novartis is seeking to demonstrate this benefit for Tasigna versus Gleevec).

However, there would appear to be a limited window of maximum commercial opportunity for the second- and third-generation CML therapies to displace Gleevec, given that Novartis' first-generation product will most likely face US patent expiry in 2015.

Purchase Reasons

Set against this backdrop of uncertainty, this week's Physician Views poll will ask US-based oncologists to share their opinions towards the CML treatment paradigm. Specifically the poll will ask...

How they expect the CML treatment paradigm to evolve post-2015
Additional Details
Publisher : FirstWord
Pharma

Reference :

Number of Pages : 0

Report Format : PDF

Publisher Information :



FirstWord

BioPortfolio
Life Science Healthcare and
Pharmaceutical
Market Research and
Corporate Data

**Best Prices
Guaranteed**

bioportfolio.co.uk

BioPortfolio
Life Science Healthcare and Pharmaceutical
Global Market Research and Corporate Data

How to Buy...Physician Views: Life after Gleevec in the chronic myeloid leukaemia (CML) market?**Option 1 - Online**

Go to our website and pay online with any major debit or credit card:

<https://www.bioportfolio.co.uk/product/47>

Option 2 - Request a Proforma Invoice

Fill in the details below, and **Scan** this page **and email** it to us at bioportfolio97@gmail.com We will send you a Proforma Invoice and deliver your report on settlement.

Your Name:

Job Title:

Your Email:

Your Contact Phone:

Company Name:

Address:

Post/Zip Code:

Country:

P.O. Number:

Any Other Instructions:

Pricing Options: (please tick one)

- \$591** | Single User Price
- \$1186** | Global License Price

Payment Options: (please tick one)

- Online Credit Card** (we will email you the invoice with a payment link)
- Direct Wire Transfer** (we will email you the invoice with our bank details)

Authorising Signature:

Option 3 - Phone Us on +44 (0)7887 945155

We will be delighted to give you our personal attention.