

MARKET REPORT



KOL Insight: Prostate Cancer: Competition intensifies in race to the top

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Introduction

The Prostate Cancer market has seen a number of progressive changes in recent years. The launches of Johnson & Johnson's Zytiga (abiraterone acetate) and Medivation/Astellas's Xtandi (enzalutamide) has reinvigorated the post-chemo treatment segment, while launch of the first cancer vaccine Provenge (sipuleucel-T; Dendreon) and Zytiga's expanded approval had finally given new options in the pre-chemo setting. With similar efficacy and tolerability profiles, Zytiga and Xtandi are currently vying for first-line status in both the post and pre-chemo disease settings as both drugs are set to generate blockbusting revenues despite clinical and health payer concerns about the high cost of treatment. The recent addition of Xofigo, the first licensed alpha-emitter in prostate cancer, also represents a paradigm shift in treatment.

Competition in the major segments of prostate cancer are set to intensify, with new hormone drugs, radiation therapy, chemotherapy add-ons and immunotherapies in the pipeline. The high level of unmet needs, premium pricing and patient population growth continue to make the market an attractive proposition for 'would be' developers. There remains a significant opportunity to generate substantial revenues in this highly-segmented disease, in the therapeutic segment and also in advanced diagnostics.

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Prostate Cancer: Competition intensifies in race to the top examines the most prominent insights gained from the field's key opinion leaders. The results of FirstWord's research and analysis will help you to:

Head of Urology Clinic, Viersen General Hospital, Viersen, Germany

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Methodology

This report provides a qualitative overview of the current and future Prostate Cancer market. Information was gathered from telephone discussions held with twelve key opinion leaders (KOLs), from across the major Prostate Cancer markets, including France, Germany, Italy, the UK and the US. These regions were selected because they contain many of the largest global markets for the pharmaceutical industry, and also dictate the dynamics of Pharma markets in other countries.

In order to critically select Key Opinion Leaders (KOLs) a number of parameters were considered including their clinical experience, scientific publications, involvement with Pharma, involvement in clinical trials, and record of presenting at high profile international conferences.

Subject matter for discussion in the interviews covered future diagnostic and therapeutic strategies for Prostate Cancer, the future of Prostate Cancer drug classes, and new drugs entering the market. These leading KOLs also gave their views on current research, the usefulness of existing Prostate Cancer drug classes, the cost of newer drugs and other concerns in the therapy area. Additional Details

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