

Breast Cancer [2017]: Bulletin #1

<https://marketpublishers.com/r/B95768D540BEN.html>

Date: July 2017

Pages: 0

Price: US\$ 1,045.00 (Single User License)

ID: B95768D540BEN

Abstracts

Gain new KOL insights on the latest events that have the potential to impact the treatment landscape of breast cancer (BC). Topics covered include expert opinions on: Roche announcing results from the Phase III APHINITY study of Perjeta (pertuzumab) as an adjuvant therapy for BC; Merck & Co. announcing data from the Keytruda (pembrolizumab) I-SPY 2 study; as well as the US approval and launch of Nerlynx (neratinib; Puma Biotechnology).

Business Questions:

How do KOLs regard Perjeta's magnitude of benefit in the APHINITY trial?

According to KOLs, in which patients will Perjeta be prescribed?

What are KOLs' views on Keytruda as a neoadjuvant therapy in triple-negative BC?

How do KOLs view checkpoint inhibitors in general as potential therapies for BC?

How do experts foresee Nerlynx being prescribed in the treatment of BC?

What factors, if any, are likely to impact Nerlynx's uptake?

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