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FirstImpact: FDA Approval of Aubagio

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Abstracts

Following US approval of Aubagio (teriflunomide; Sanofi/Genzyme) for use in Relapsing Remitting Multiple Sclerosis patients (RRMS), FirstWord interviewed nearly 300 US-based neurologists within 24 hours of the announcement. Based on this poll, this FirstImpact report identifies prescribing intentions and attitudes of practicing physicians to measure the impact of Aubagio's approval.

The report presents the key insights gained from this major poll of neurologists. The research and analysis identifies the main clinical and commercial factors expected to influence the drug's positioning against current and upcoming rivals in the MS treatment algorithm and examines Aubagio's future prescribing trends.

The report also draws upon recent news coverage, analysis, and other market research undertaken by FirstWord, to provide background information about Aubagio, its development and its potential commercial positioning. The addition of key analyst opinion and consensus product forecasts for oral MS therapies provide a commercial perspective set against the views expressed by physicians.

The report and related data pack provides a comprehensive analysis of physicians' reactions for industry professionals who need to immediately understand the impact of breaking news.

Key Benefits

Obtain insights into neurologists' positioning of Aubagio

Review the expected impact of Aubagio on physician prescribing

Understand neurologist perceptions of Aubagio versus other launched and

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pipeline oral therapies through poll results

Identify the most influential factors for Aubagio prescribing

Compare the efficacy and safety of Aubagio versus rival MS drugs

Identify the opportunities and challenges facing Aubagio

Review MS analysts' commercial expectations for Aubagio

Plan and align your investments in the future MS product market

Who Would Benefit From This Report?

This report will be of value to pharma directors and managers with responsibilities in the following areas:

Business Development

New Product Planning

Market Research

Strategic brand planning

Forecasting and marketing professionals

Medical Affairs

Clinical Trials

Relationship Management

The deliverables

FirstImpact's Aubagio FDA Approval Report is delivered in two complimentary formats:

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FirstImpact Survey Analysis Report: a concise written report that reviews the reaction of physicians to the FDA approval of Aubagio, within the MS market. The report also assesses the commercial outcome of this approval by comparing and contrasting FirstImpact poll results with the opinions of investment analysts who have closely monitored the drug's development.

FirstImpact Survey Data File: A graphical Excel spreadsheet analysis of the poll results, providing insight into the potential impact of Aubagio's approval on neurologists' prescribing decisions.

Selected Survey Results

FirstImpact survey findings show 82 percent of neurologists are generally aware of Aubagio and the majority of these respondents intend to prescribe the drug in the future.

Interviewed physicians did not consider Aubagio's price to be a major factor influencing its prescribing, compared with its clinical factors.

Interviewed neurologists position the Aubagio as second to Gilenya, while industry analysts see the therapy generating less revenue than BG-12 and Gilenya.

According to poll results, 22 percent of respondents anticipated they will use Aubagio as a monotherapy 90 to 100 percent of the time.

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