

Hepatitis C: Game changing regimens to revolutionise treatment landscape - KOL Insight

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Abstracts

Approval of Gilead's once daily oral nucleotide inhibitor Sovaldi marks a significant step in the treatment of hepatitis C (HCV). With efficacy over 90% in GT1/2/3/4 patients, this safe, best in class therapy represents a paradigm shift compared to the protease inhibitors and interferon regimens. With convenient, efficacious and safer therapies coming through the pipeline – led by Gilead, AbbVie and Bristol-Myers Squibb – the battle to transform this potentially lucrative market will be intense.

Therapy Trends: Hepatitis C is compiled from exclusive, in-depth interviews with the world's leading KOLs in HCV. It identifies and analyses the major factors, advances and trends currently influencing the HCV treatment landscape. The report focuses on late-stage pipeline products and existing marketed therapies, providing strategic insights which key industry decision makers use to answer critical business questions.

FirstWord selected KOLs for this report based on their level of engagement and influence within the HCV pharmaceutical industry, and on their scientific standing. Our unique KOL scoring system identifies those thought-leaders with the greatest insight into how HCV clinical research will shape the future market.

Key Benefits

Therapy Trends: Hepatitis C -- Game changing regimens to revolutionise treatment landscape 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:

Comprehend the current trends driving and shaping the global HCV market

Assess the commercial and clinical potential of the pipeline nucs, non-nucs, NS5A inhibitors and next generation protease inhibitors

Develop planning strategies based on KOL insight

Identify the unmet needs and opportunities for disease management

Evaluate the performance of companies with the most robust new product pipelines

Recognise the key factors KOLs predict will drive future treatment trends

The hepatitis C (HCV) market is expected to become one of the fastest growing markets in Pharma over the next decade given a sizable 170 million patient population, a significant unmet need and rapid advancements in the clinic. The management of this infectious disease is on the edge of a revolution that will bring considerable changes to the treatment algorithm.

KOLs from North America and Europe provide answers to some critical questions regarding the global HCV market, including:

What do KOLs make of the Sovaldi and Olysio and their impact on treatment?

What are the current unmet needs and major challenges in HCV treatment?

What are the most promising late-stage classes in development?

Which therapies are KOLs eagerly awaiting?

How will the nucleotide inhibitors, non-nucs, and NS5A inhibitors be positioned in the HCV market?

How do the second generation protease inhibitors differ from their first-generation cousins?

In what ways could eventual biomarkers improve future HCV disease

management?

How will treatment of HCV look in the future?

How do KOLs think the pricing of new direct-acting antivirals will shape the uptake of new HCV treatments?

What clinical research trends do KOLs predict for future HCV therapies?

Hepatitis C's Panel of Key Opinion Leaders

FirstWord selected the KOLs for this Therapy Trends report based on their level of engagement and influence within the HCV pharmaceutical industry, and their scientific standing.

The HCV KOL panel assembled for this Therapy Trends research is drawn from North America and Europe professionals:

Adult Viral Hepatitis Prevention Coordinator, Bureau of Epidemiology,
Pennsylvania Department of Health, Harrisburg, PA, USA

Director of Hepatology, Medicine Service, Massachusetts General Hospital, MA,
USA

President and Medical Director at Alamo Medical Research, Texas, USA

Head, Division of Gastroenterology and Hepatology, Scripps Clinic, CA, USA

Chief Medical Officer at Alamo Medical Research Texas, USA

Head of the Liver Institute of Virginia, Virginia, USA

Department of Hépatogastro-entérologie, Centre Hospitalier Universitaire de
Nancy-Brabois, Vandoeuvre-lès-Nancy, France

Professor of Medicine at the University of Vienna, Vienna General Hospital,
Wien, Austria

Professor at Hôpital Saint Eloi, Montpellier, France

Co-lead of HCV Research UK, MRC Virology Unit, Glasgow, Scotland

Professor of Medicine and Chief of the Department of Medicine, J.W. Goethe University Hospital, Frankfurt, Germany

Event Assessments

Therapy Trends keeps you up to date with critical expert insight on the impact of market shaping events

FirstWord provides event-driven research update bulletins for 12 months following the purchase of Therapy Trends, thereby providing you with a continuously updated analysis service. FirstWord analysts constantly monitor the market and rapidly obtain the reactions of key opinion leaders following a significant event, such as a marketing approval or when the results of pivotal clinical trials are reported. This continuous monitoring and frequent engagement with experts provides timely access to the strategic insights which support critical business decisions.

Methodology

This report provides a qualitative overview of the current and future Hepatitis C (HCV) market. Information was gathered from telephone discussions held with twelve key opinion leaders (KOLs), from across the major HCV 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 influence 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 HCV, the future of HCV drug classes, and new drugs entering the market. These leading KOLs also gave their views on current research, the usefulness of existing HCV drug classes, the cost of newer drugs and other concerns in the therapy

area.

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