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

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Abstracts

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.

Key Benefits

Understand the Unique Benefits of KOL Insight: Prostate cancer
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:

Comprehend the current trends driving and shaping the global prostate cancer

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Understand the future landscape and how new classes will fit into the treatment algorithm

Compare and contrast the clinical profile of Johnson & Johnson's Zytiga and Medivation/Astellas's Xtandi and assess their competitive strengths and weaknesses

Assess the impact of Xofigo's arrival onto the market

Assess the commercial and clinical potential of the pipeline hormone drugs, radiation therapy, chemotherapy add-ons and next generation immunotherapy

Appreciate KOL calls for diagnostic biomarkers and understand the commercial threat and opportunity such products present

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

Prostate Cancer: Competition intensifies in race to the top answers key questions including:

How will pricing affect Xofigo's uptake?

How might new therapies impact on current first-line chemo treatments?

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

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

How will the new therapies be positioned against each other in each of the disease segments?

In what ways could biomarkers improve future Prostate Cancer disease management and what impact could this have on prescribing?

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How do KOLs think the pricing environment is shaping the uptake of new Prostate Cancer treatments?

What clinical research trends do KOLs predict for future Prostate Cancer therapies?

KOL Panel

The Prostate Cancer KOL panel assembled for this Therapy Trends research is drawn from North American and European professionals:

Professor of Surgery, Urology, and Radiation Oncology, and head of the Section of Urologic Oncology at the University of Colorado Anschutz Medical Campus, Boulder, CO, USA

Assistant Professor in Medicine-Hematology/Oncology, Northwestern University Feirnberg School of Medicine, Chicago, IL; Physician in practice, Robert H. Lurie Comprehensive Cancer Center, Chicago, IL, USA

Associate Director and Senior-Vice President for Translational Research, Chair, Department of Urology, Professor of Oncology, Roswell Park Cancer Institute, Buffalo, NY; Professor of Urology, School of Medicine and Biomedical Sciences, State University of New York at Buffalo, NY, USA

Professor of Urology and Professor of Oncology and Pharmacology and Molecular Sciences at the Johns Hopkins University School of Medicine, Baltimore, MA, USA

Director of the Genitourinary Oncology Program at Massachusetts General Hospital Cancer Center, Massachusetts; Associate Professor of Medicine at Harvard Medical School, Boston, MA, USA

Honorary Professor in Urological Cancer/Consultant Urologist, Institute of Cancer Sciences, Christies Cancer Hospital, University of Manchester, UK; Consultant Urological Surgeon, The Christie, Salford Royal NHS Foundation Trust, and Honorary Professor of Urological Oncology, Manchester University, Manchester, UK.

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Head of the Department of Cancer Medicine, the Institut Gustave Roussy, Villejuif, and Full Professor in Oncology, the University of Paris, France.

Consultant Clinical Oncologist at The Royal Marsden, London, UK.

Professor of Medical Oncology, Georges Pompidou European Hospital, Paris, France.

Consultant Clinical Oncologist, The Royal Marsden Hospital, Sutton, UK.

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

Event Assessments

Stay a step ahead with Therapy Trends Event Assessments. Over the next 12 months, you will receive updated qualitative analysis every time a major market event breaks. Updates will be delivered straight into your inbox within days of each event's occurrence.

Whether it's a predicted product approval or an unexpected late stage failure, Therapy Trends has the resources and knowledge to keep you up to date with the latest market analysis.

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

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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.

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KOL biographies

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