

Melanoma [2016]: Bulletin #3

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Abstracts

This edition presents key opinion leader (KOL) views on recent developments in the malignant melanoma (MM) market. Topics covered include: Array BioPharma submission of two New Drug Applications (NDAs) to the US Food and Drug Administration (FDA) for the combination of binimetinib and encorafenib for BRAF-mutant advanced, unresectable or metastatic melanoma; Merck & Co.'s updated longer-term overall survival (OS) data from Phase III KEYNOTE-006 study for pembrolizumab (Keytruda), in patients with unresectable or metastatic melanoma and Amgen's new data from the Phase II '264 study for talimogene laherparepvec (Imlygic) in combination with ipilimumab (Yervoy).

Business Questions:

How do KOLs view the arrival of Array BioPharma's binimetinib/encorafenib combination to the melanoma treatment landscape?

How does Array's binimetinib/encorafenib compare to Novartis' trametinib/dabrafenib combination?

Could encorafenib/binimetinib, as the new entrant overhaul Novartis' lead in this segment?

How do KOLs view the KEYNOTE-006 study data for Keytruda?

What impact will new data for Keytruda have on Bristol-Myers Squibb's Yervoy?

How do KOLs view the potential of Amgen's Imlygic/Yervoy combination therapy?

Is Imlygic /Yervoy combination likely to give way to Imlygic/Keytruda? What do KOLs think?

Update Bulletins include expert insight and analysis based on FirstWord analyst re-engagement with KOLs after major events such as product approvals, key data releases and major conferences to deliver the most valuable insights with each update.

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