+44 20 8123 2220
info@marketpublishers.com

Physician Views: Evaluating the Launch of Pfizer's Ibrance for Breast Cancer

https://marketpublishers.com/r/PFDA9C811D0EN.html
Date: June 2015
Pages: 0
Price: US$ 695.00 (Single User License)
ID: PFDA9C811D0EN

Abstracts

Approved by the FDA in February on the strength of impressive Phase II data from the PALOMA-1 study, Pfizer's CDK4/6 inhibitor Ibrance is poised to transform the way that HER2-negative/HR-positive breast cancer is treated, suggest key opinion leaders.

Supporting this view, prescription data indicate strong uptake of Ibrance since launch, discussion of which is likely to form a key component of Pfizer's second quarter earnings report later this month.

Initially approved for use in the first-line setting, Ibrance has also demonstrated progression free survival (PFS) benefit in second-line patients, which prompted Pfizer to confirm an early stop to thePALOMA-3 study in April. While confirmatory from the Phase III PALOMA-2 is necessary to support the FDA's accelerated approval procedure for Ibrance, Pfizer's product looks strongly positioned to gain notable market entrenchment ahead of competitor CDK4/6 inhibitors being developed by Eli Lilly and Novartis.

With Ibrance having now been available for some months in the US market, and with the product poised to be one of the largest new drug approvals of 2015, FirstWord is polling oncologists with the following questions…

> In your experience with Ibrance (palbociclib) to date, how would you characterise efficacy?
>
> In your experience with Ibrance (palbociclib) to date, how would you characterise safety/tolerability?

+44 20 8123 2220
info@marketpublishers.com

Over the next 12 months, how do you expect your usage of Ibrance to change?

In 12 months' time, in what percentage of HER2-negative/HR-positive breast cancer patients would you expect to be using Ibrance as a first-line therapy?

In 12 months' time, in what percentage of HER2-negative/HR-positive breast cancer patients would you expect to be using Ibrance as a second-line therapy?

+44 20 8123 2220
info@marketpublishers.com

I would like to order

Product name: Physician Views: Evaluating the Launch of Pfizer's Ibrance for Breast Cancer
Product link: https://marketpublishers.com/r/PFDA9C811D0EN.html
Price: US$ 695.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:
info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/PFDA9C811D0EN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

**All fields are required

Custumer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970