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Roche, BMY - Zelboraf (Vemurafenib) approval- Competition to YERVOY starts

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Abstracts

The USFDA approval of Zelboraf (Vemurafenib) for inoperable metastatic melanoma, well in advance of the PDUFA date is encouraging. USFDA has also approved the cobas BRAF mutation diagnostic test. This will reduce YERVOY uptake directly as ~50% of Metastatic Melanoma patients are B-RAF positive and Zelboraf will be the first line of treatment choice in those patients. We expect Zelboraf to attain peak sales of ~$1b, and a faster uptake of this personalized medicine. Annual cost of therapy of Zelboraf is $56,400 vs. $1,20,000 of YERVOY, which again makes Zelboraf a treatment of choice for B-RAF+ve advanced melanoma patient.

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