

Objectives

The 2024 EHA annual meeting took place from June 13th to June 16th, 2024, in Madrid, Spain. This year's event was primarily an in-person event with virtual broadcasts available. The program at a glance is available [here](#). As we do yearly, we will be assessing the impact of the conference online:

From the view of HCPs:

- Conditions and drugs most discussed during the listening period
- HCPs' posts that generated the most engagement
- Most mentioned clinical trials by HCPs
- Focus on multiple myeloma and molecular testing

From the view of pharma companies:

- Top pharma companies from a curated list (in terms of mentions)

● SCOPE



The scope of the analysis is focused on mentions coming **worldwide**.*



There were a total of **8K** mentions recorded during the listening period from **June 06th, 2023**, to **June 23rd, 2023** (one week before and two weeks after the conference).



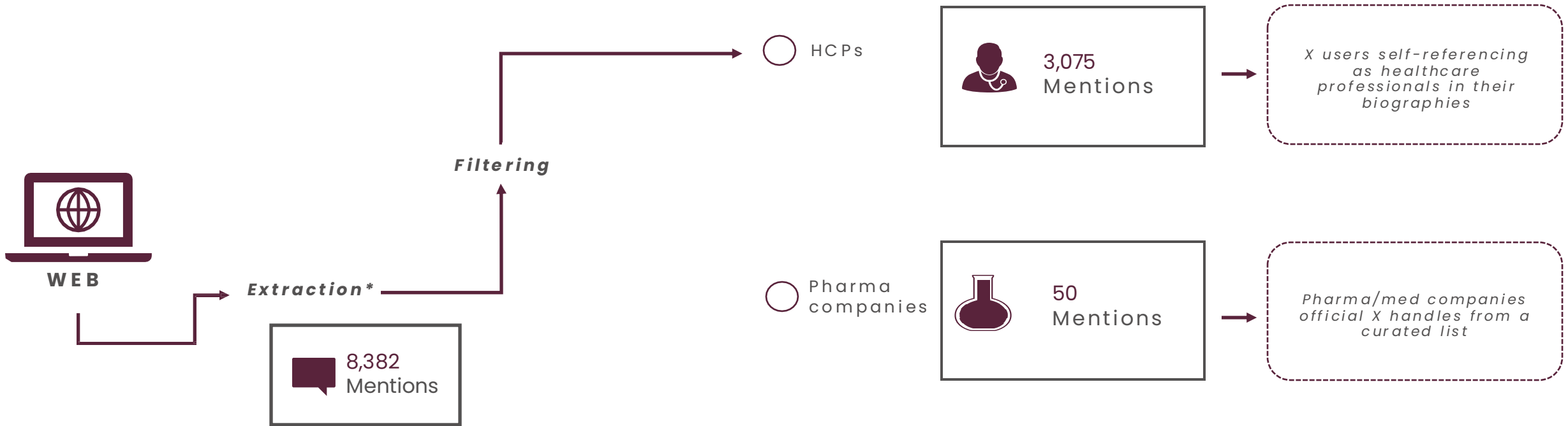
All mentions came from **X** (formerly known as **Twitter**.)



A total of **2K** unique authors were identified.

*#eha24 OR #eha2024 OR (eha NEAR/2 (2024 OR 24))

● Methodology



*#eha24 OR #eha2024 OR (eha NEAR/2 (2024 OR 24))



Listening period: June 06th, 2023, to June 23rd, 2024



e-CongressTrack™
#EHA24

● CONTENT

01.

Social media performance:
HCPs

- Volume of conversation
- Top posts
- Top hashtags

02.

Disease landscape

- SOV disease
- SOV clinical trial
- Focus on the STARGLO clinical trial

03.

Key topic focus

- Focus on multiple myeloma
- Focus on molecular testing

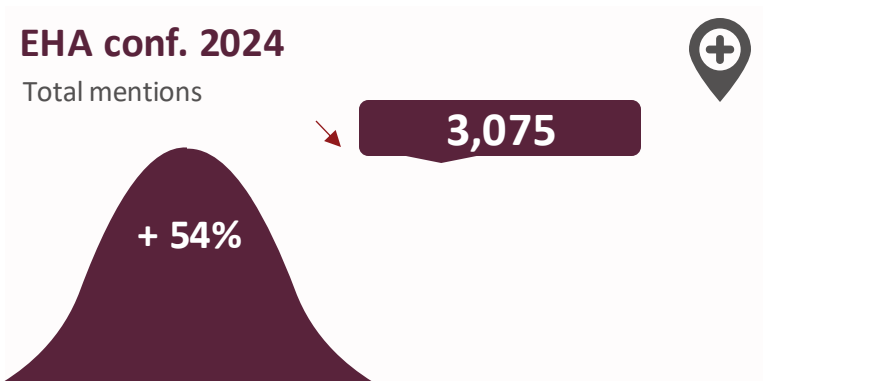
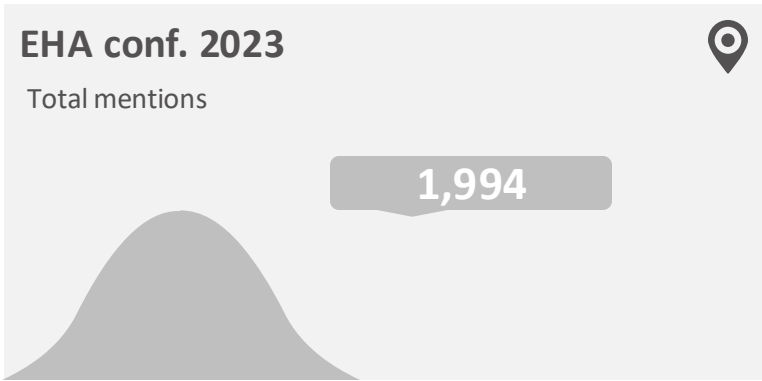
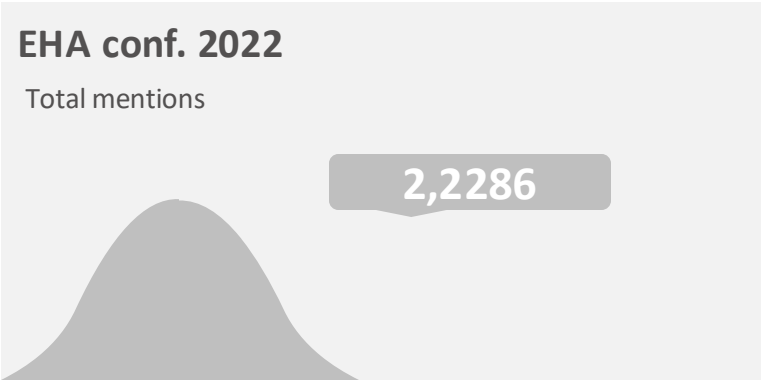
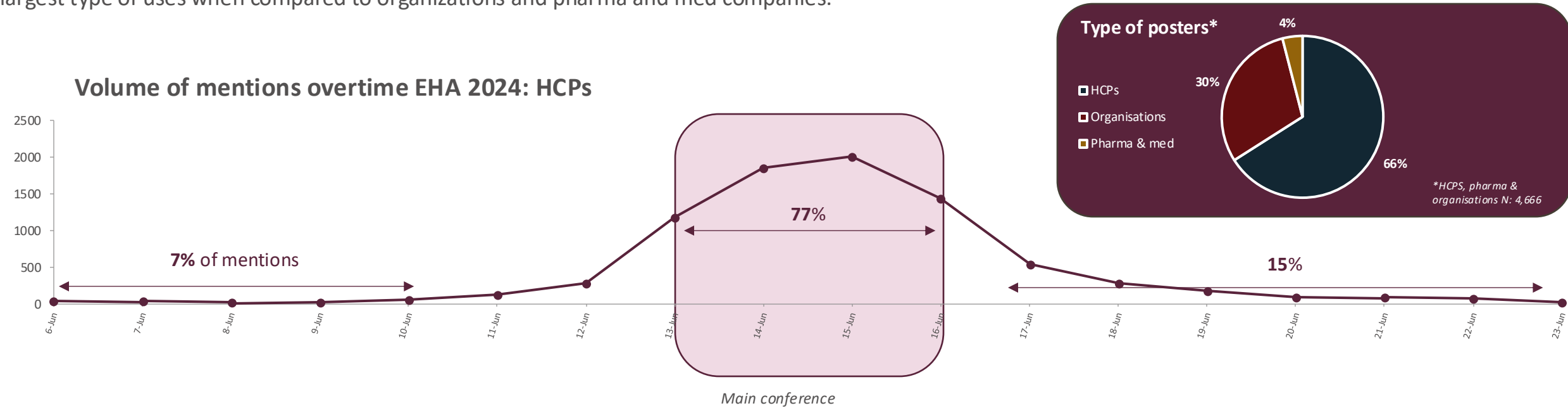
04.

Focus on pharma companies

- Top pharma companies

Volume of conversations

Overall volume of mentions was **significantly up** when compared to last year with an increase of 54% when compared to 2023. HCPs represent the largest type of uses when compared to organizations and pharma and med companies.



Top posts



Most liked

This post highlighted **encouraging results** regarding **EpcO-Pola-R-CHP** which showed 100% ORR and 89% CR and most patients achieving MRD negative status in first line.



Most retweeted

The most shared post by HCPs presented a summary of **treatment recommendations** in 1st line **Hodgkin lymphoma** shared by Pf. Benlazar.



Most replied to

Dr Gagelmann positioned that **jak inhibition** and **transplant** should be used in conjunction for **myelofibrosis** patients. This is in response to a study by Kristin Rathje.

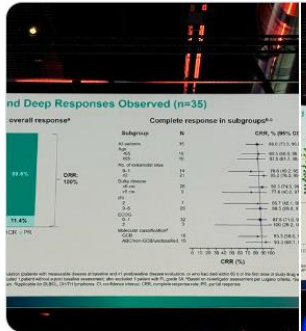
Most engagement

Most liked, retweeted and replied (Ctrl + right click to access tweets)



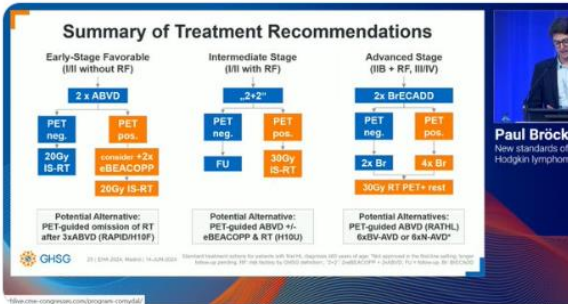
Carolina Martínez
@7eyeblick

Beating R-CHOP in 1st line setting #DLBCL!!! EpcO-Pola-R-CHP 100% ORR and 89% CR, all patients except 1 achieving MRDneg by ctDNA 🙌
#EHA2024



Benlazar S MA
@smbenlazar

New standards of care for first line Hodgkin lymphoma #EHA24



Nico Gagelmann
@NicoGagelmann

Jak inhibition and transplant shouldnt be 2 boxes of treatments for myelofibrosis but seen in conjunction.

Study led by @Kristin_Rathje shows excellent efficacy and safety of peritransplant Jak inhibition, with remarkably low acute GVHD

#EHA2024 #mpnsm
[Traduire le post](#)

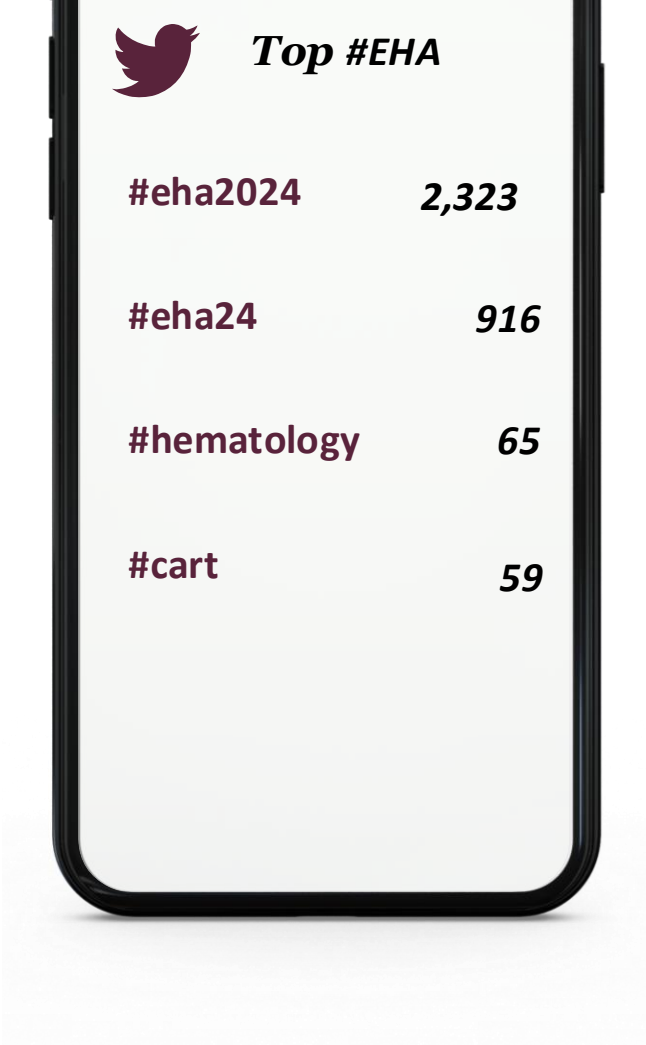
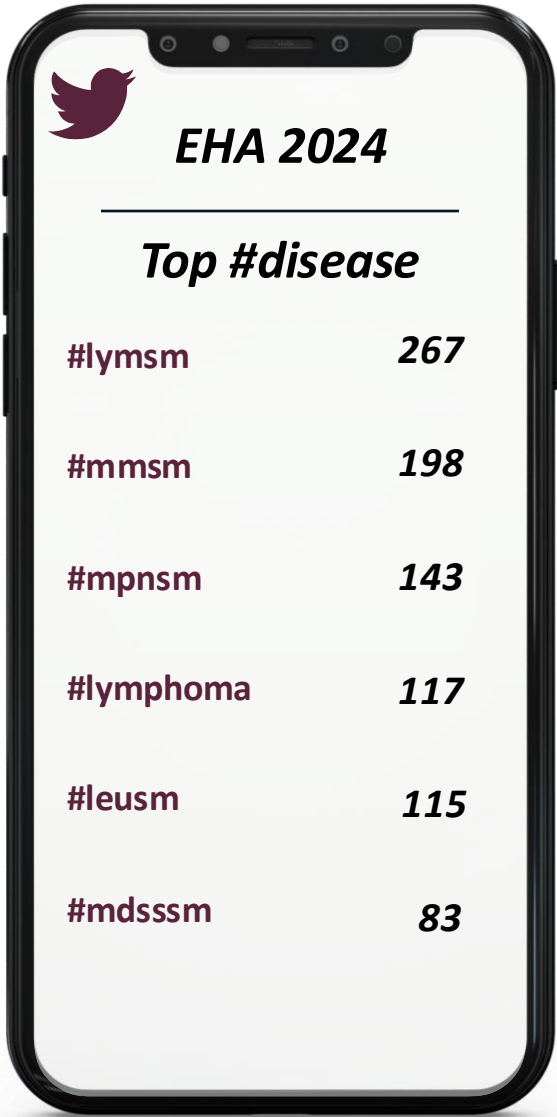


Top hashtags

The top hashtag was
#lymsm
(lymphoma social media).

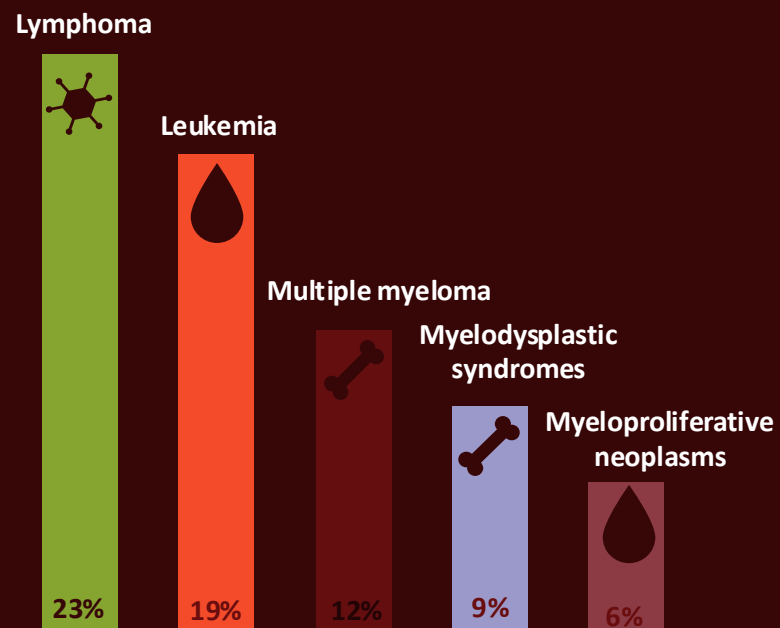
Also of note, the use of the hashtags **#youngeha** reserved for junior members of EHA

The official hashtag **#eha2024** was the most used one with the variation **#eha24** in second place.



Top mentioned cancers and molecules (from HCPS)

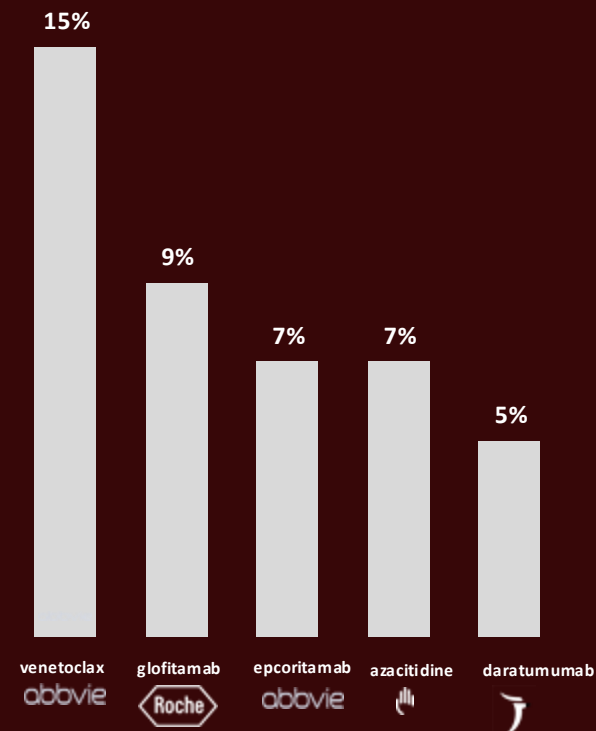
Cancers



On the strength of the STARGLO trial, lymphomas were the most mentioned online type of cancers by HCPs during EHA 2024



Molecules

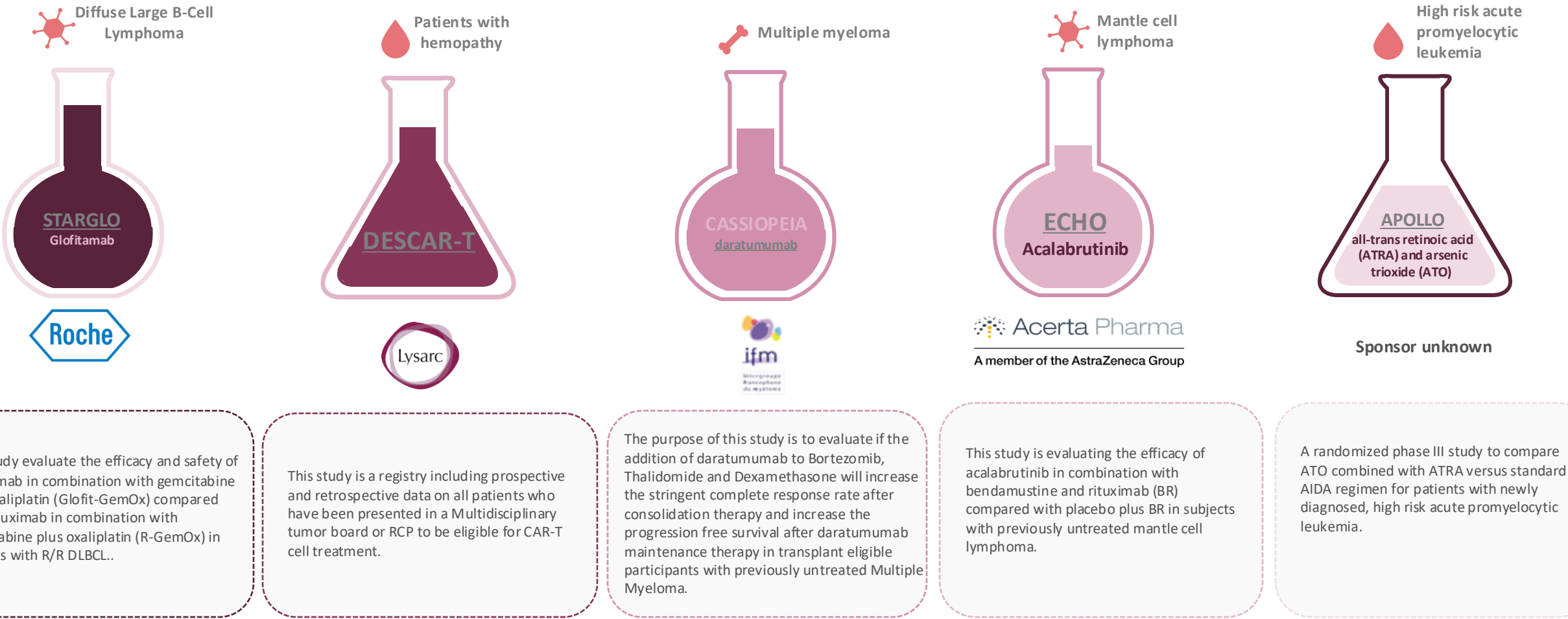


venetoclax was the most mentioned molecule online by HCPs during EHA 2024, examples of clinical trials where venetoclax was used in combination include BEAT AML, ENHANCE-3 and SEQUOIA.

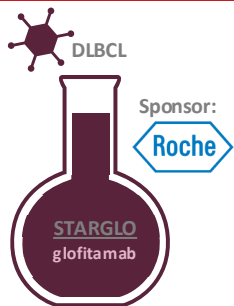


SOV of clinical trials most discussed

Tip : click on the trial names to look at their clinicaltrial.gov pages



Focus on the **STARGLO** clinical trial: the bispecific CD20-directed CD3 T-cell engager glofitamab showed significant overall survival benefit for R/R diffuse large B cell lymphoma patients.



Results from STARGLO showed superior mOS of 25 months vs 12 months for Rituxan.

Online HCPs, while generally enthused about the results presented, raised some concerns:



There are some grey area to be clarified and red flags to be concerned about the way the clinical trial is set up:



A cause of concern is the subgroup analysis that showed that the OS benefits were primarily driven by patients outside of the US and Europe. Thus showing little benefits for American and European patients.

After seeing the STARGLO presentation in transplant ineligible and the epcoritamab+R-DHAX results in trasplant eligible #EHA24, one can't help but wonder if ASCT shouldn't be reconsidered now that we have better salvage treatments. What do you think?

[Traduire le post](#)

Definitely yes

67,9 %

No, not convinced

32,1 %

I'd be cautious. I attended an expert meeting yesterday. 1. Extremely inferior outcome of the control arm (R-Gemox given every 3w instead of 2. Do we know how an effective glofi solo would be in the 2L (a point raised by @gilles_salles)? 3. Extreme heterogeneity of data, mixed 2L and 3L 4. Small pop studied - hard to draw conclusions from subanalyses 5. HGLBL excluded - how it will work in DHLs?

Glofit+GemOx had an incredible topline mOS of 25 months vs. 12 months with RGemOx...however, subgroup analysis shows patients from Europe (21 mo) and North America (13.3 mo) had significantly less OS benefit vs. RGemOx...this is likely due to CAR T and CD20 BsAb available to patients in 3L/4L in US/EU. Importantly, ~40-50% of patients enrolled came from Asia/China where CAR T and CD20 BsAb are less available.

Focus on **multiple myeloma**: CASSIOPEIA trial continues to impress

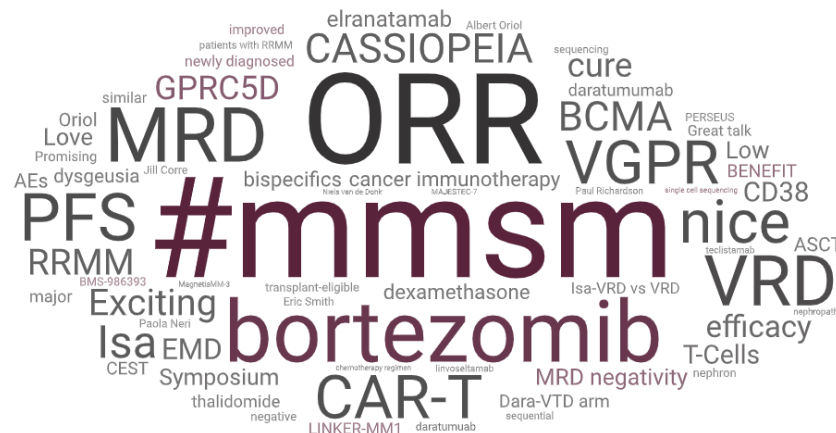
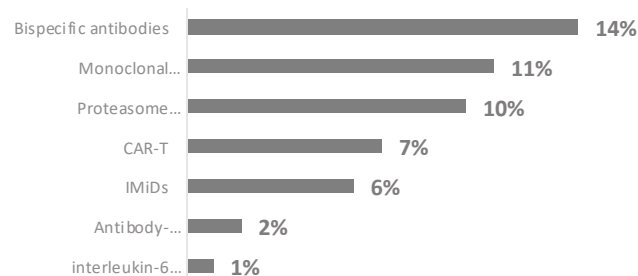
Long-term follow-up of the **CASSIOPEIA** clinical trial was presented during EHA 2024 and was the most mentioned clinical trial when it comes to multiple myeloma.

Results showed that more than **80%** of the patients were still alive after **8 years** in the **daratumumab-VTD** arm of the trial.

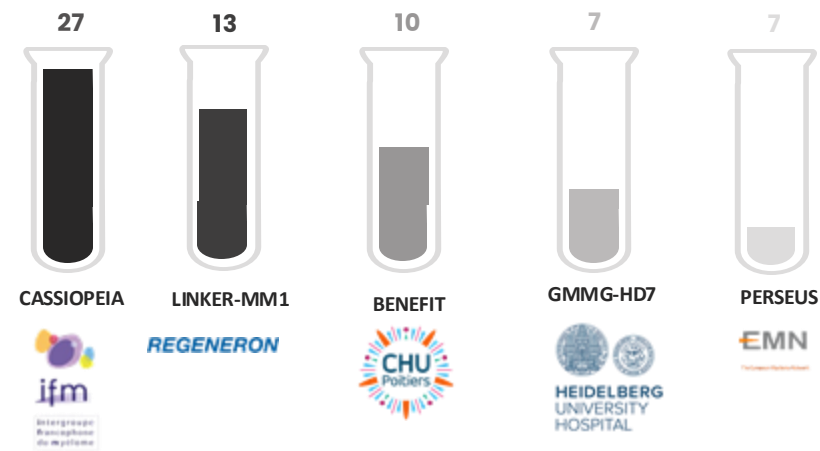
Volume of mentions



Topics of discussions (type of treatment)



Most mentioned clinical trials



Most mentioned molecules



Top posts from HCPs per engagement

First results of BMS-986393 GPRC5D CAR T-Cells in 1-3 prior lines of therapy presented at [#EHA2024](#)

ORR 96%, CR 42%
Low rates of dysgeusia/nail/skin changes
55% triple class refractory pts, 29% EMD
Median 2 prior lines of therapy
87% of responses ongoing

Dr Paola Neri presenting on immune deregulation in myeloma educational session @EHA2024 #EHA2024 #msmm



Always nice to see long-term follow up results! Dr. Moreau pointed out that >80% of patients in Dara-VTD arm of CASSIOPEIA are alive at 8 years despite half of them getting no maintenance! Exciting prospects indeed for limited duration therapy in [#MultipleMyeloma](#)!

#EHA2024 #EHA24 #TP53

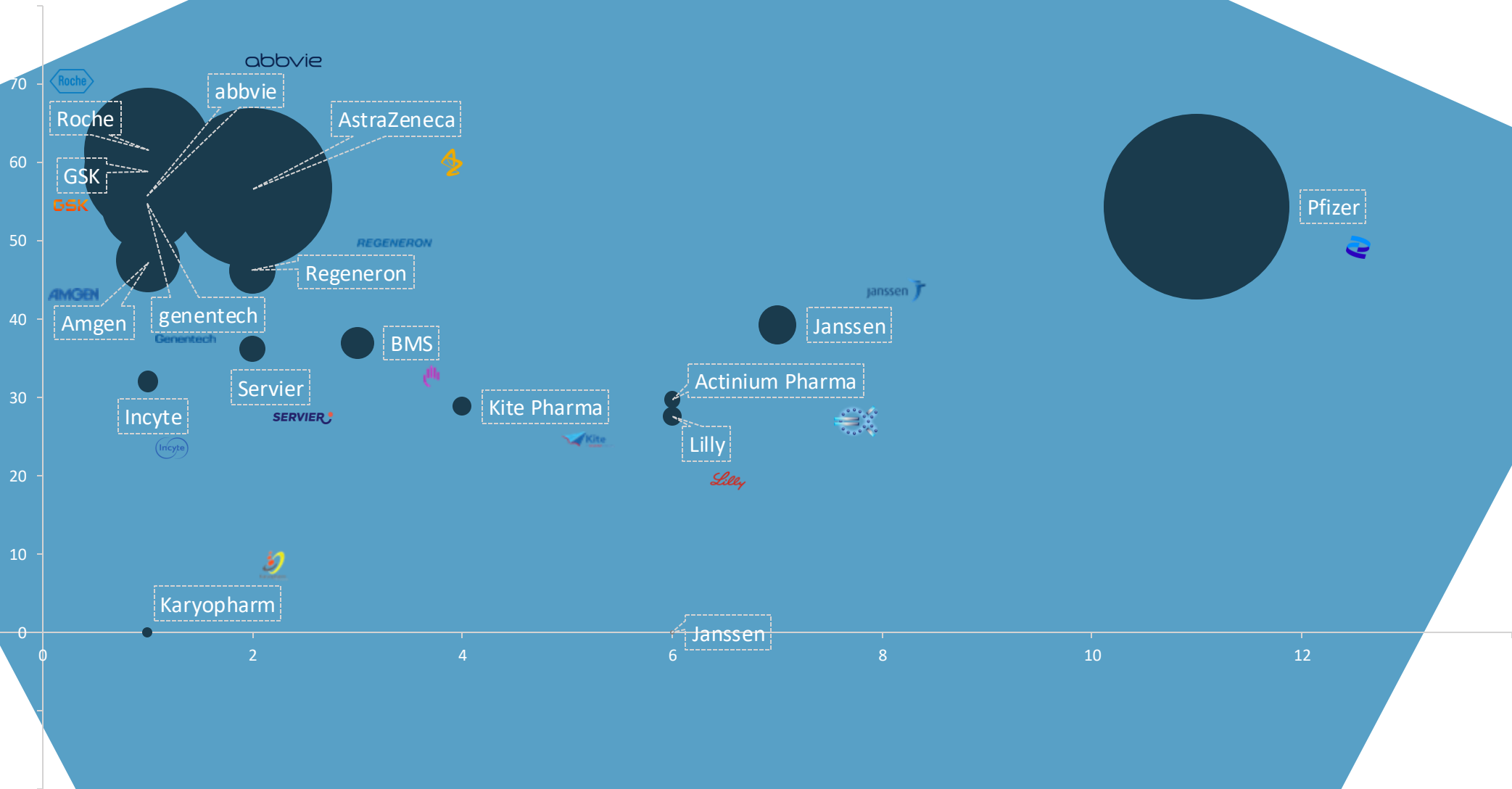
Valk: Molecular characterisation of TP53 in MDS/AML

- 1) Outcome is invariably poor regardless of TP53 mutation VAF%, which we concur is our paper as well.
- 2) MRD by NGS doesn't seem to have impact on survival in TP53 MDS/AML
- 3) in advance MDS/AML no difference in outcome b/w SH and MH TP53 (we have reported similar outcome haematologica.org/article/view/h...)

#leusm #AML

Pharmaceutical and medical companies during EHA : top engagement per volume, impact and followers*

Impact



Volume



Pharma & med companies universe N= 50 mentions
Listening period: June 06th, 2023, to June 23rd, 2024

*Volume: number of posts by pharma & med companies
*Impact: engagement generated by pharma & med companies posts (liked, shared, replied to)
*Bubble size function of followers



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