



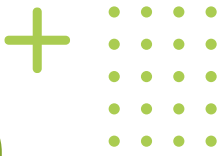
SMMML newsletter

September 2024

Based on data from May–August 2024

Monthly updates around multiple myeloma

MMsyndiTrack™



The goal of this newsletter is to give an overview of what is happening around multiple myeloma in terms of medical developments. This is achieved by monitoring news articles, PR releases and scientific reports on one hand. Conversations from HCPs, digital opinion leaders and other influencers attending congresses, offering their opinion on treatments and commenting on new developments on the other hand.



Who will benefit from this newsletter?

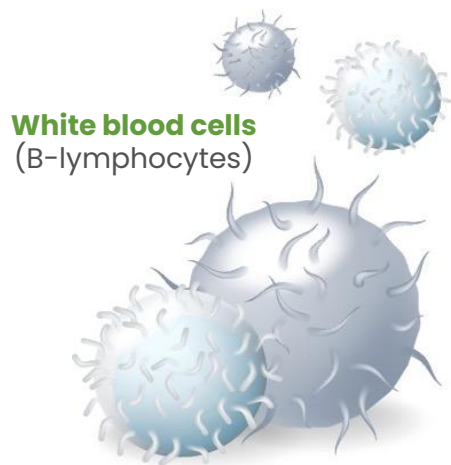
Any professionals interested in keeping up with developments around multiple myeloma:

- Marketers
- Business Analysts
- But also HCPs who want to anticipate the future landscape of MM management

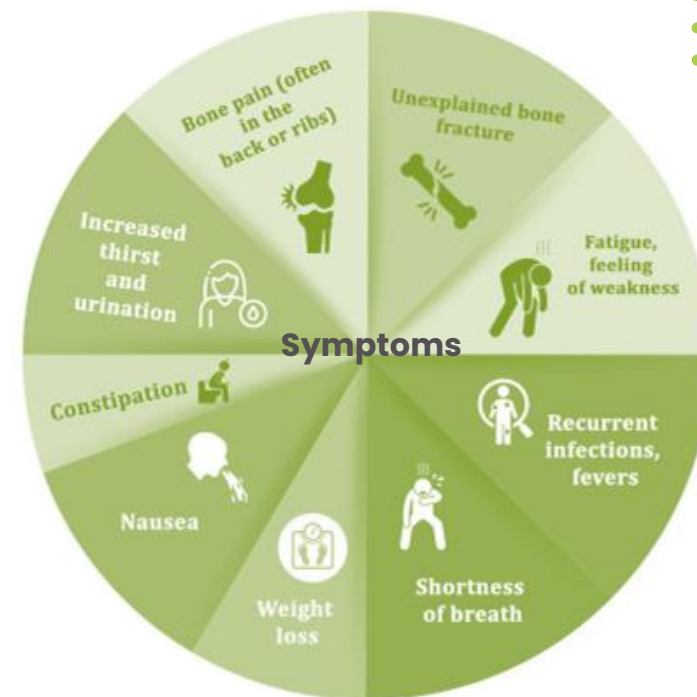


Introduction on Multiple Myeloma

What is Multiple Myeloma?



70
YEARS



Read more on Multiple Myeloma:



→ [Professional version in English](#)

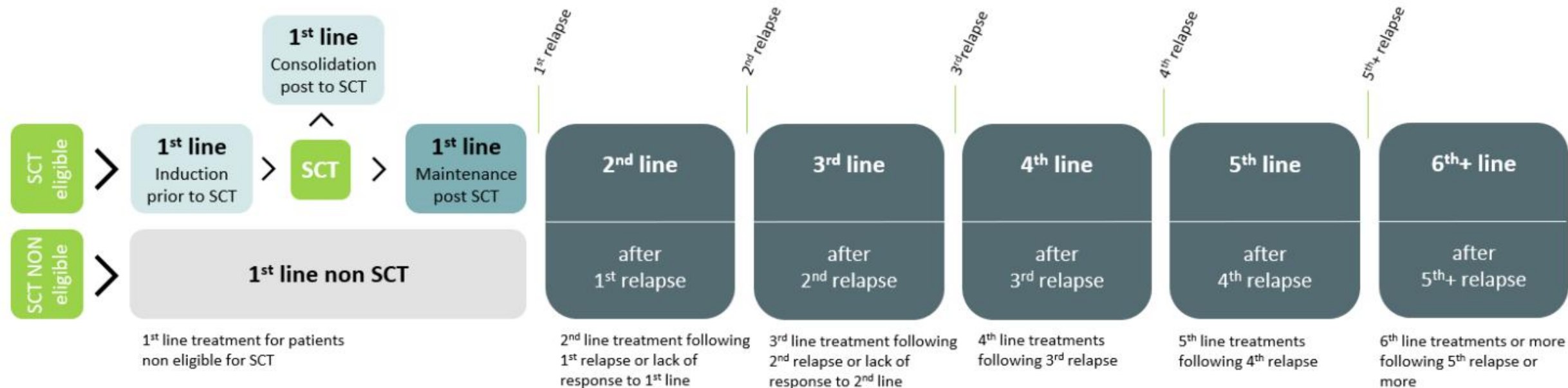
→ [Professional version in French](#)



→ [Consumer version in English](#)

→ [Consumer version in French](#)

MM lines of therapy based on to the following definitions



1st line Induction prior SCT

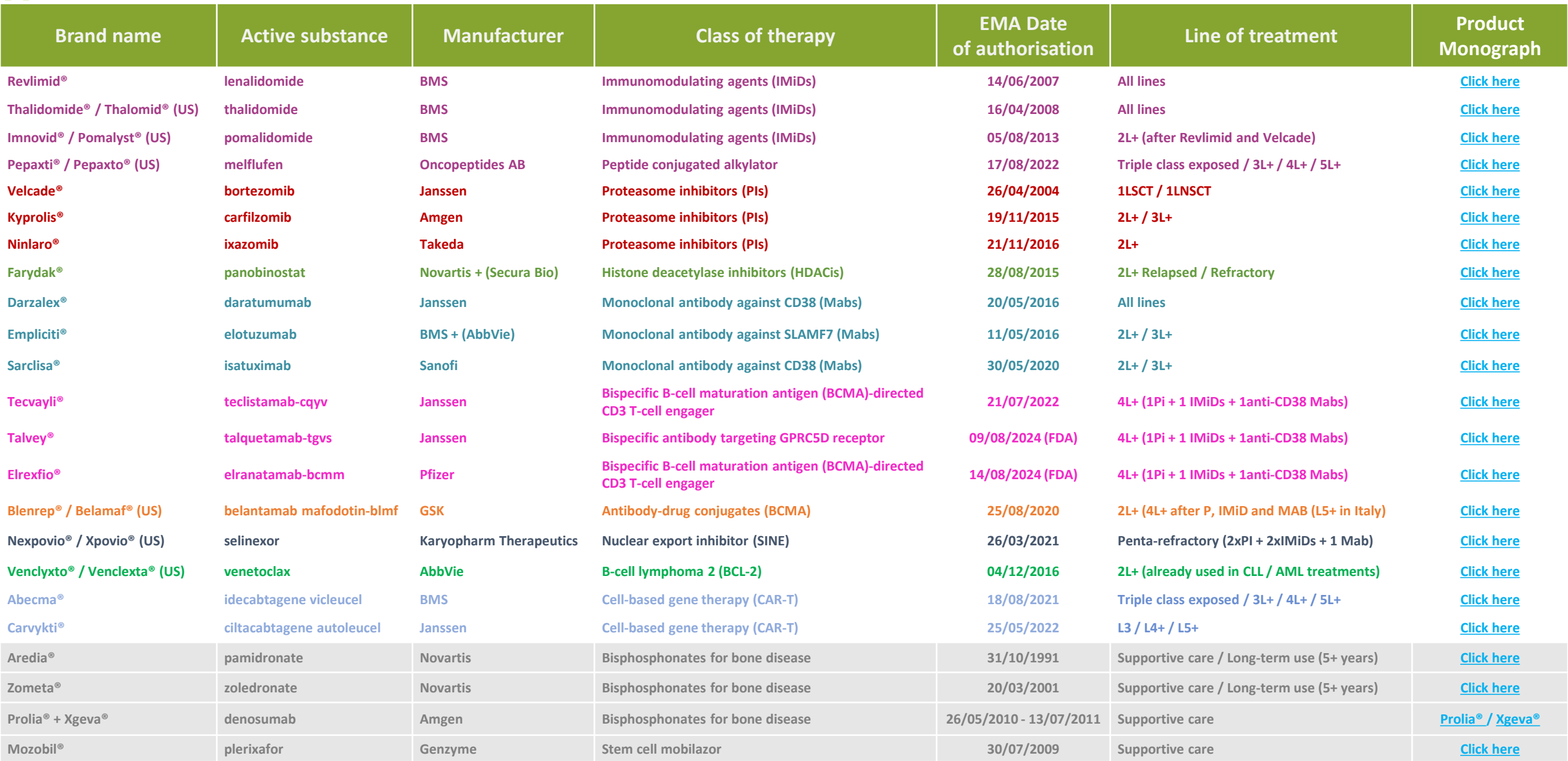
For stem cell candidates, the first step to gain a response to reduce the tumor burden before SCT. Please note that patients who received more than one SCT are considered to be in "1st line prior to stem cell transplant" for the latest SCT procedure planned. For instance, should a patient receive an induction treatment prior to a 2nd SCT, he should be considered as a 1st line transplant patient.

1st line Consolidation post SCT

1st line therapy **after** stem cell transplant to **deepen the response** achieved by adding a **short course** of full dose therapy.

1st line Maintenance post SCT

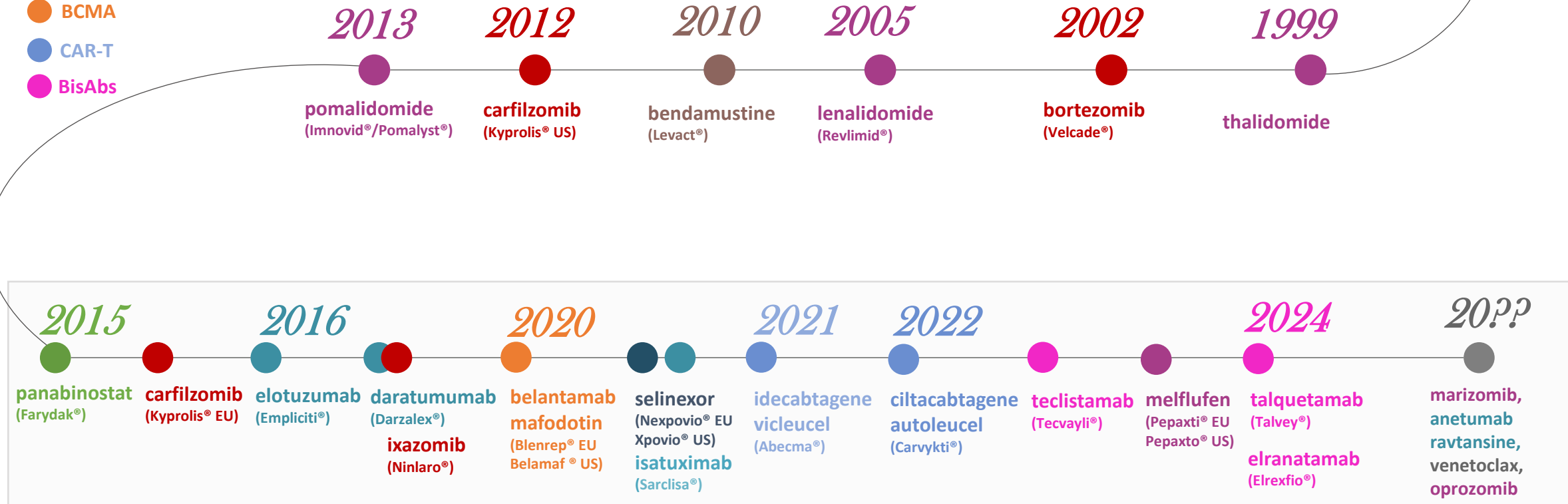
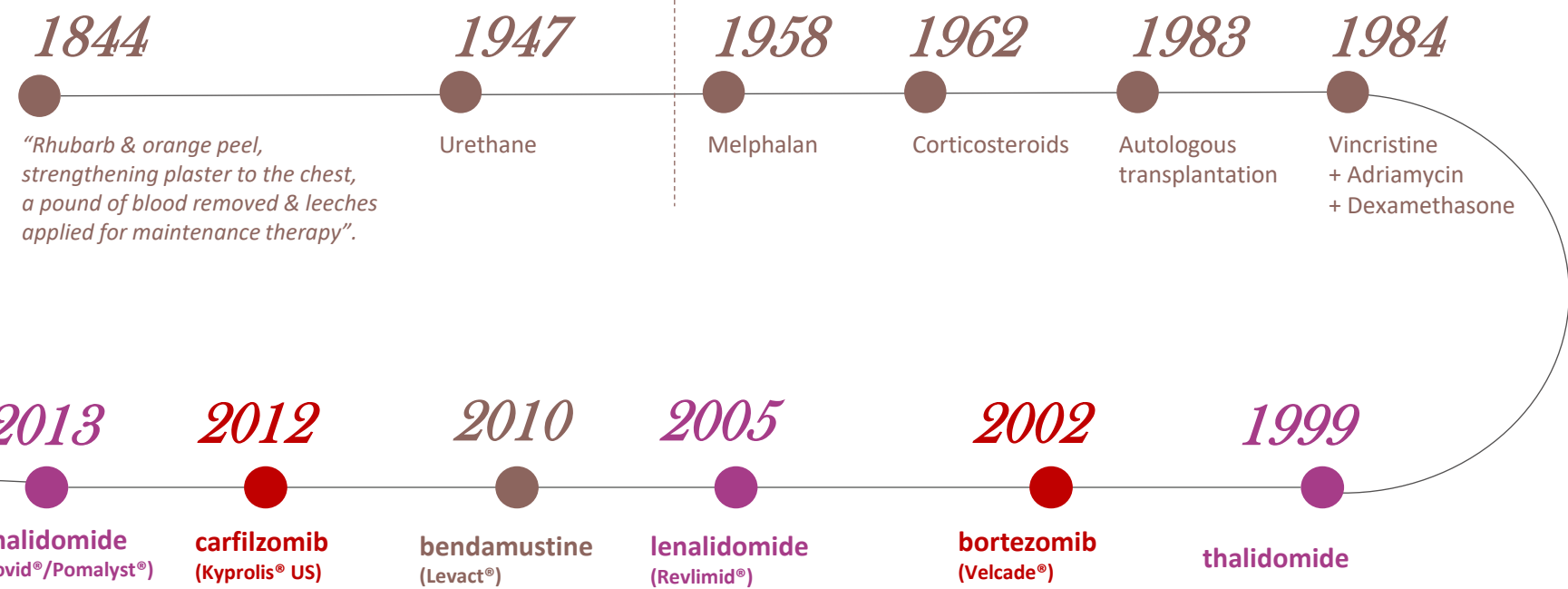
1st line therapy **after** stem cell transplant to **sustain the quality of the response** achieved by adding a long course – from several months up to disease progression – of reduced dose therapy.



MM treatment history timeline



- IMiDs
- PIs
- IMS
- Mabs
- HDACi
- SINE
- BCMA
- CAR-T
- BisAbs





16+
YEARS

17+
COUNTRIES OVER TIME

UP
TO **90**
HCPs
per wave
per country

UP
TO **4**
WAVES
per year

4,5k
PATIENTS CHARTS
per wave

18k
PATIENTS CHARTS
per year (in EU5)

What's new **MMsyndiTrack™**

Launching of a US pilot wave, Why ?

- Needs from Pfizer and GSK for MM US data
- Back data for EU5 for 15 years
- MM US market changing fast
- Different needs in the US market for labs (patients' ethnicity treatments gap as an example)

→ **Co-funding with GSK for Q4 2022**

APLUSA's added value

- Quarterly + month to month data collection (our competitors → only quarterly data)
- Market adaptability: adjusting our questionnaires and updating the list of treatments by including market trends on a monthly basis → **new CAR-Ts + BisAbs**
- Patient's full treatment history
- Deliverables with Power BI DID



May - August 2024



CONTENTS

01.

News around clinical trials in phase II

- Phase II Relapse/Refractory: Bispecific Therapies
- Phase II Relapse/Refractory CAR-T

02.

News around clinical trials in Phase III

- Phase III Line 1 Triplet Therapy
- Phase III Line 1 Quadruplet Therapy
- Phase III Relapse/Refractory Doublet Therapy
- Phase III Relapse/Refractory Triplet Therapy
- Phase III relapse/refractory CART

03.

Themes of discussion : HCPs

- SOV Themes of discussion
- Focus on #ASCO2024
- Focus on #EHA2024
- Posts driving most engagement

04.

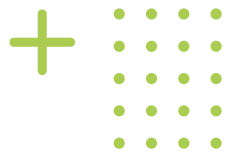
News articles overtime

- Volume of articles per volume of mentions May-June 2024
- Volume of articles per volume of mentions July-August 2024
- Articles per themes

05.

Market watch

- Market watch May
- Market watch June
- Market watch July
- Market watch August



SCOPE



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



There were a total of **120K** mentions recorded during the listening period from **May 1st, 2024**, to **June 30th, 2024**.



A majority of mentions came from **News (71%)**, **X (formerly Twitter) (23%)**, **Instagram (3%)**, **Reddit (2%)**, **forum (1%)**.



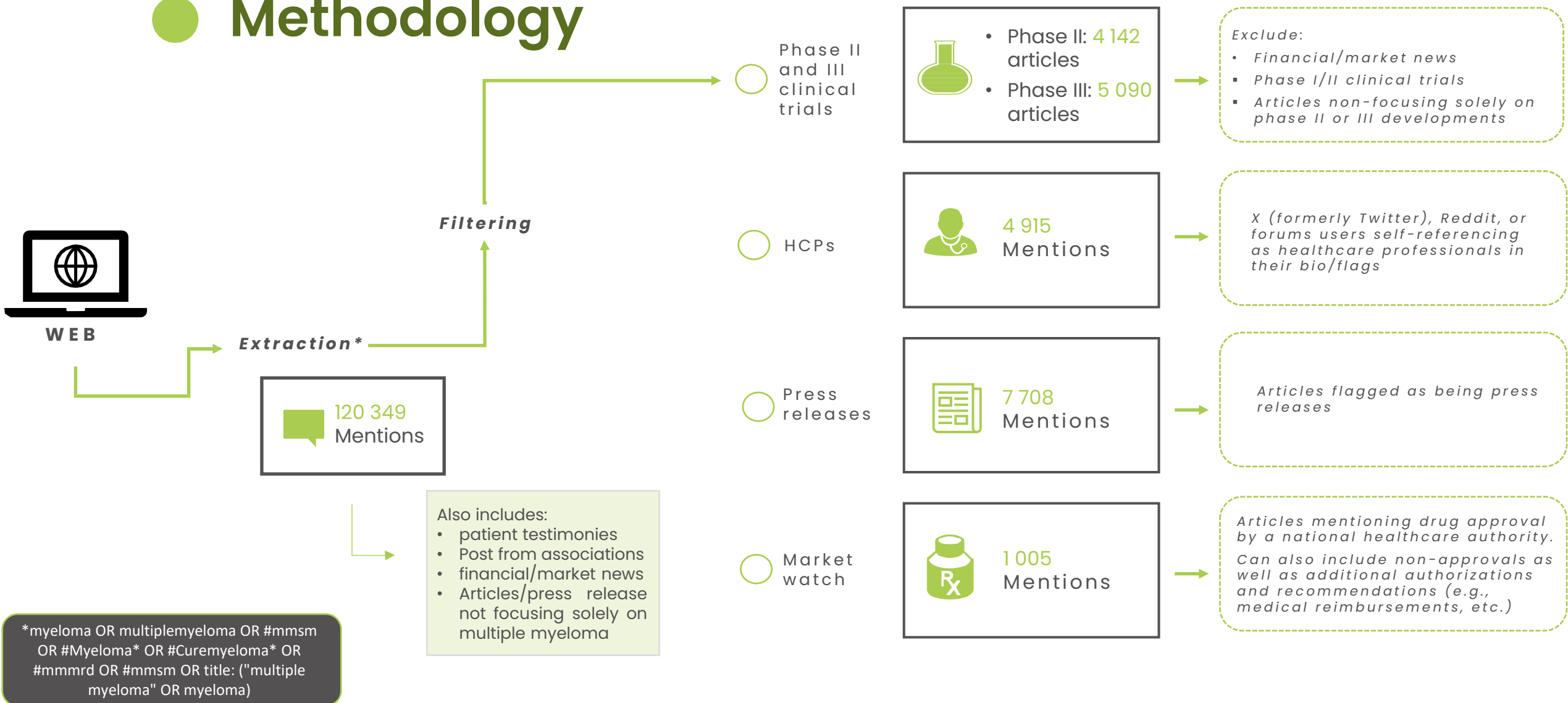
A total of **13K** unique authors were identified.

*myeloma OR multiplemyeloma OR #mmsm
OR #Myeloma* OR #Curemyeloma* OR
#mmmr OR #mmsm OR title: ("multiple
myeloma" OR myeloma)



Social media listening period : May-August 2024
Scope: worldwide in English

Methodology



Sponsor	Trial name + link (ctrl + right click)	Line of treatment	Combination/Monotherapy being studied	Note
AbbVie	NCT03314181	RR	venetoclax, daratumumab and dexamethasone (With and Without Bortezomib)	
Bristol-Myers Squibb	ELOQUENT-3	RR	Elotuzumab, pomalidomide, dexamethasone	
CARsgen Therapeutics	LUMMICAR-2	RR	Monotherapy: zevorcabtagene autoleucl	
Celgene	NCT03989414	1L/RR	bortezomb, dexamethasone, daratumumab, elotuzumab, isatuximab, carfilzomib	
	NCT03989414	IL/RR	mezigdomide, bortezomib, dexamethasone, daratumumab, carfilzomib, elotuzumab, isatuximab	
	KarMMa-2	RR	Monotherapy (one arm with lenalidomide) ; BMTCTN1902: Monotherapy: Idecabtagene vicleucl	
	NCT03374085	RR	Monotherapy: mezigdomide or in combination with dexamethasone	
Cellular Biomedicine Group	NCT05521802	RR	Monotherapy: C-CAR088	
GSK	DREAMM-2	RR	Monotherapy: blenrep	
Janssen	GRIFFIN	1L	daratumumab, lenalidomide, bortezomib, and dexamethasone (D-RVd)	
	CARTITUDE-1	RR	Monotherapy: ciltacabtagene autoleucl	
	CARTITUDE-2	RR	Monotherapy: ciltacabtagene autoleucl	
	MajesTEC-1	RR	Monotherapy: teclistamab	
	MonumenTAL-1	RR	Monotherapy: talquetamab	
	RedirectTT-1	RR	teclistamab, talquetamab, daratumumab	
Kite, a Gilead company	iMMagine-1	RR	Monotherapy: anitocabtagene autoleucl	
Nanjing IASO Biotechnology	FUJMANBA-1	RR	Monotherapy: equecabtagene autoleucl	
Nexcella	NCT04720313	RR	Monotherapy: NXC-201	
Pfizer	MagnetisMM-3	RR	Monotherapy: elranatamab	
	MagnetisMM-9	RR	Monotherapy: elranatamab or in combination with dexamethasone	
Regeneron	LINKER-MM1	RR	Monotherapy: Linvoseltamab (also known as REGN5458)	
Other	FORTE	1L	carfilzomib, lenalidomide, daratumumab, dexamethasone	Sponsor: Mario Boccadoro, University of Turin, Italy
	NCT05123131	1L	isatuximab, bortezomib, lenalidomide, dexamethasone	Sponsor: Cancer Trials Ireland
	NCT02969837	1L	elotuzumab, carfilzomib, lenalidomide, dexamethasone	Sponsor: University of Chicago
	NCT03590652	RR	daratumumab, ixazomib, pomalidomide, dexamethasone	Sponsor: University of California, San Diego
	NCT04309981	RR	Monotherapy: cesnicabtagene autoleucl (ARI0002h)	Sponsor: Sara V. Latorre
	REBUILD	RR	Monotherapy: daratumumab	Sponsor: Hellenic Society of Hematology
	NCT06105554	RR	belumosudil mesylate with or without dexamethasone	Sponsor: M.D. Anderson Cancer Center
	Cardamon	/	cyclophosphamide, dexamethasone, carfilzomib	Sponsor: University College, London
	MASTER	/	dexamethasone, lenalidomide, daratumumab, carfilzomib	Sponsor: University of Alabama at Birmingham

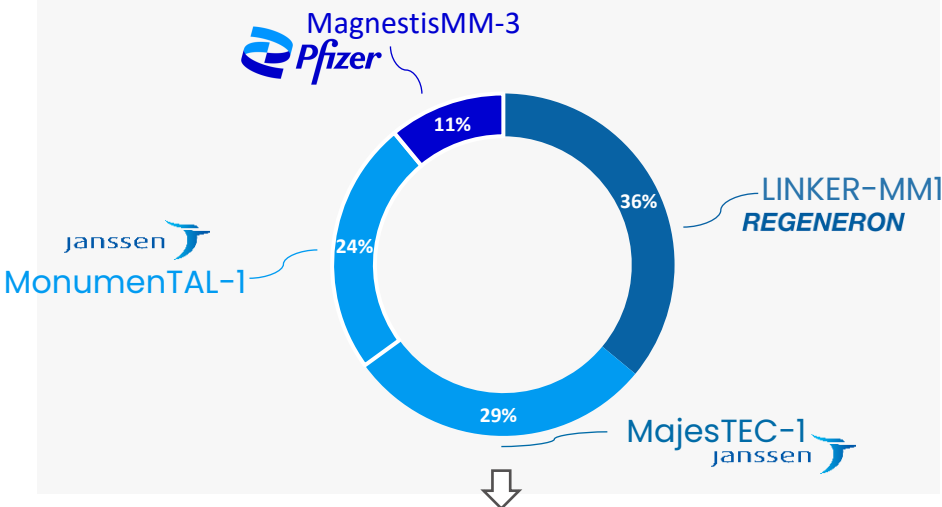


Phase II Relapse/Refractory Bispecific Therapies: Updated Linvoseltamab Data Showcase Continued

Deepening of Responses in Patients with Heavily Pre-Treated Multiple Myeloma



Clinical trial mentioned/Sponsor



Headlines/Hot off the press

“ Updated Linvoseltamab Data Showcase Continued Deepening of Responses in Patients with Heavily Pre-Treated Multiple Myeloma

Click [here](#) to read the full article

FDA declines to approve Regeneron's linvoseltamab amid manufacturing issues

Click [here](#) to read the full article

“ ELREXFIO™ Shows Median Overall Survival of More Than Two Years in People with Relapsed or Refractory Multiple Myeloma

Click [here](#) to read the full article

“ Johnson & Johnson At ASCO Highlights Long Term Data From Multiple Myeloma Drug, Shows Sustained Deep, Durable Responses In Pretreated Patients

Click [here](#) to read the full article

TALVEY® (talquetamab-tgvs) demonstrates highly durable, longer-term responses in patients with relapsed or refractory multiple myeloma

Click [here](#) to read the full article

Janssen's bispecific antibody drug for multiple myeloma wins nod in Korea

Click [here](#) to read the full article

LINKER-MM1

Ctrl + click to access clinical trial:

[NCT03761108](#)

“Phase 1/2 Study of REGN5458 in Patients With Relapsed or Refractory Multiple Myeloma”

MajesTEC-1

Ctrl + click to access clinical trial:

[NCT04557098](#)

“A Study of Teclistamab in Participants With Relapsed or Refractory Multiple Myeloma (MajesTEC-1)”

MonumenTAL-1

Ctrl + click to access clinical trial:

[NCT04634552](#)

“The purpose of this study is to evaluate the efficacy of talquetamab in participants with relapsed or refractory multiple myeloma at the recommended Phase 2 dose(s) (RP2Ds) (Part 3).”

MagnetisMM-3

Ctrl + click to access clinical trial:

[NCT04649359](#)

“Study Of Elranatamab (PF-06863135) Monotherapy in Participants With Multiple Myeloma Who Are Refractory to at Least One PI, One IMiD and One Anti-CD38 mAb”

Combinations

linvoseltamab

teclistamab

talquetamab

elranatamab

including an immunomodulatory agent response rate and overall response rate

Annual Meeting three prior lines of therapy

results from the Phase multiple myeloma program treatment of adult patients with relapsed

suboptimal response B-cell maturation antigen refractory AL

Phase 1b portion lenalidomide-refractory multiple myeloma who received one

CARTITUDE-2 study adults with relapsed complete response

data from the Phase patients with less than a complete relapsed or refractory multiple myeloma

European Commission ciltacabtagene autoleucel study is to characterize the safety

front-line autologous stem cell transplant CAR-T cell therapy

18 months infusion of CARVYKTI Orphan Drug Designation patients exposed

announced today results efficacy and safety proteasome inhibitor second interim analysis

early relapse patients with functional high-risk multiple myeloma multiple myeloma patients clinical trial of NXC-201

anti-CD38 monoclonal antibody



Phase II R/R Bispecifics N= 1 079 mentions
Social media listening period: May–August 2024
Scope: worldwide in English



Phase II Relapse/Refractory CAR-T: Legend Biotech Shares Data on the Earliest Use to Date of CARVYKTI® in the Treatment of Multiple Myeloma and Important Subgroup Analyses at ASCO and EHA



Headlines/Hot off the press

“ Legend Biotech Shares Data on the Earliest Use to Date of CARVYKTI® in the Treatment of Multiple Myeloma and Important Subgroup Analyses at ASCO and EHA ”

“Legend Biotech Corporation (...), a global leader in cell therapy, announced today results for the first time from the Phase 2 CARTITUDE-2 Cohort D study in multiple myeloma patients. Results showed patients with less than a complete response (CR) after front-line autologous stem cell transplant (ASCT) experienced deep and durable responses following a single infusion of CARVYKTI® with or without lenalidomide maintenance.

Click [here](#) to read the full article

Sponsor



CARTITUDE-2

Ctrl + click to access clinical trial: [NCT04133636](#)

“A Study of JNJ-68284528, a Chimeric Antigen Receptor T Cell (CAR-T) Therapy Directed Against B-cell Maturation Antigen (BCMA) in Participants With Multiple Myeloma”

Combinations



ciltacabtagene autoleucel



Sponsor	Trial name + link (ctrl + right click)	Line of treatment	Combination/Monotherapy being studied	Note
AbbVie	Bellini	RR	venetoclax, bortezomib, dexamethasone	
	CANOVA	RR	venetoclax, dexamethasone	
Celgene	DETERMINATION	RR	lenalidomide, bortezomib, dexamethasone	
	KarMMa-3	RR	Monotherapy: Idecabtagene vicleucel	
GSK	DREAMM-3	RR	Monotherapy: belantamab mafodotin	
	DREAMM 7	RR	belantamab mafodotin, bortezomib and dexamethasone	
	DREAMM 8	RR	belantamab mafodotin Plus pomalidomide and dexamethasone	
Janssen	AURIGA	Maintenance	daratumumab, lenalidomide	
	CARTITUDE-4	RR	Monotherapy: ciltacabtagene autoleucel	
	CASTOR	RR	daratumumab, bortezomib, dexamethasone	
	MAIA	1L	daratumumab, lenalidomide, dexamethasone	
	MajesTEC-3	RR	teclistamab, daratumumab Subcutaneously (SC) (Tec-Dara)	
	POLLUX	RR	daratumumab, lenalidomide, and dexamethasone	
Karyopharm	BOSTON	RR	selinexor, bortezomib, dexamethasone	
Oncopeptides	OCEAN	RR	Monotherapy: melphalan flufenamide	
Pfizer	MagnetisMM-5	RR	Monotherapy: elranatamab or doublet therapy with daratumumab	
Sanofi	IMROZ	1I	isatuximab, bortezomib, lenalidomide dexamethasone	
	ICARIA-MM	RR	isatuximab, pomalidomide, dexamethasone	
	IKEMA	RR	isatuximab, carfilzomib And dexamethasone	
Takeda	TOURMALINE-MM1	RR	ixazomib, lenalidomide, dexamethasone	
	TOURMALINE-MM2	1L	ixazomib, lenalidomide, dexamethasone	
Other	ATLAS	Maintenance	lenalidomide, carfilzomib, dexamethasone	Sponsor: University of Chicago
	BENEFIT	1L	isatuximab, lenalidomide, dexamethasone	Sponsor: Poitiers University Hospital
	DRAMMATIC	/	lenalidomide, daratumumab	Sponsor: SWOG Cancer Research Network
	EQUATE	1L	daratumumab, bortezomib, lenalidomide, dexamethasone	Sponsor: ECOG-ACRIN Cancer Research Group
	GMMG HD7	1L	Isatuximab, lenalidomide, bortezomib, dexamethasone	Sponsor: University of Heidelberg Medical Center
	IsKia	1L	isatuximab, lenalidomide, carfilzomib, dexamethasone	Sponsor: European Myeloma Network
	Myeloma XI	1L	cyclophosphamide, dexamethasone plus lenalidomide with or without carfilzomib	Sponsor: University of Leeds
	PERSEUS	1L	daratumumab, bortezomib, dexamethasone, lenalidomide	Sponsor: European Myeloma Network



Phase III Line 1 Triplet Therapy: DARZALEX® (daratumumab)-based regimens significantly improve clinical outcomes in both transplant-eligible and -ineligible patients who are newly diagnosed with multiple myeloma



Headlines/Hot off the press

“

DARZALEX® (daratumumab)-based regimens significantly improve clinical outcomes in both transplant-eligible and -ineligible patients who are newly diagnosed with multiple myeloma

“7.5 years median overall survival achieved with DARZALEX®-based regimen in Phase 3 MAIA final analysis is the longest reported in patients ineligible for transplant”

Click [here](#) to read the full article

”

Sponsor

MAIA

Ctrl + click to access clinical trial:

[NCT02252172](#)

“Study Comparing Daratumumab, Lenalidomide, and Dexamethasone With Lenalidomide and Dexamethasone in Participants With Previously Untreated Multiple Myeloma”

➔

Combinations

daratumumab

+

lenalidomide

+

dexamethasone





Phase III Line 1 Quadruplet Therapy: ASCO: Sarclisa is first anti-CD38 to significantly improve progression-free survival in combination with VRd for newly diagnosed transplant-ineligible multiple myeloma in phase 3



Clinical trial mentioned/Sponsor

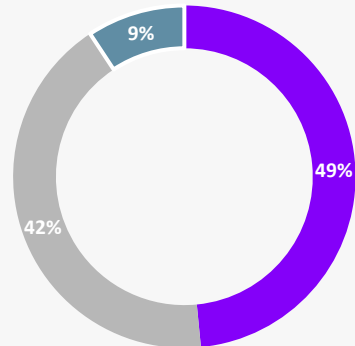
Headlines/Hot off the press

GMMG HD7

University of
Heidelberg Medical
Center

PERSEUS

Stichting European
Myeloma Network



IMROZ
sanofi

“ Sarclisa accepted for FDA priority review for the treatment of transplant-ineligible newly diagnosed multiple myeloma

Click [here](#) to read the full article

ASCO: Sarclisa is first anti-CD38 to significantly improve progression-free survival in combination with VRd for newly diagnosed transplant-ineligible multiple myeloma in phase 3

Click [here](#) to read the full article

“ DARZALEX® (daratumumab)-based regimens significantly improved clinical outcomes in both transplant-eligible and -ineligible patients who are newly diagnosed with multiple myeloma

Click [here](#) to read the full article

FDA approves J&J's multiple myeloma therapy

Click [here](#) to read the full article

“ Isatuximab/VRd Improves PFS vs VRd Alone in Transplant-Eligible NDMM

Click [here](#) to read the full article

IMROZ

Ctrl + click to access
clinical trial:
[NCT03319667](#)

A Phase 3 Randomized, Open-label, Multicenter Study Assessing the Clinical Benefit of Isatuximab (SAR650984) in Combination With Bortezomib (Velcade®), Lenalidomide and Dexamethasone Versus Bortezomib, Lenalidomide and Dexamethasone in Patients With Newly Diagnosed Multiple Myeloma Not Eligible for Transplant

PERSEUS

Ctrl + click to access
clinical trial:
[NCT03710603](#)

“A Phase 3 Study Comparing Daratumumab, VELCADE (Bortezomib), Lenalidomide, and Dexamethasone (D-VRd) vs VELCADE, Lenalidomide, and Dexamethasone (VRd) in Subjects With Previously Untreated Multiple Myeloma Who Are Eligible for High-dose Therapy”

GMMG HD7

Ctrl + click to access
clinical trial:
[NCT03617731](#)

“Trial on the Effect of Isatuximab to Lenalidomide/Bortezomib/Dexamethasone (RVd) Induction and Lenalidomide Maintenance in Patients With Newly Diagnosed Myeloma”

Combinations

isatuximab + lenalidomide + dexamethasone + bortezomib

daratumumab + dexamethasone + lenalidomide + bortezomib

isatuximab + lenalidomide + bortezomib + dexamethasone

combination with bortezomib
risk of disease progression or death
patients with multiple myeloma eligible for an autologous stem
transplant-ineligible newly diagnosed multiple myeloma
sustained MRD negativity induction and consolidation in patients
newly diagnosed transplant-ineligible multiple myeloma
rates of deep lenalidomide and dexamethasone
Food and Drug Administration approved DARZALEX FASPRO
FDA approved
newly diagnosed patients
treatment of patients providing them with a new treatment
induction therapy
complete response
patients with transplant-ineligible



Phase III N= 1 996 mentions
Social media listening period: May-August 2024
Scope: worldwide in English



Phase III Relapse/Refractory Doublet Therapy: ELREXFIO™ Shows Median Overall Survival of More Than Two Years in People with Relapsed or Refractory Multiple Myeloma



Headlines/Hot off the press

“ ELREXFIO™ Shows Median Overall Survival of More Than Two Years in People with Relapsed or Refractory Multiple Myeloma ”

“Pfizer Inc. announced detailed overall survival results from the Phase 2 MagnetisMM-3 study of ELREXFIO™ in patients with heavily pretreated relapsed or refractory multiple myeloma.”

Click [here](#) to read the full article

Sponsor



Magnetism-5

Ctrl + click to access clinical trial:

[NCT05020236](#)

“AN OPEN-LABEL, 3-ARM, MULTICENTER, RANDOMIZED PHASE 3 STUDY TO EVALUATE THE EFFICACY AND SAFETY OF ELRANATAMAB (PF-06863135) MONOTHERAPY AND ELRANATAMAB + DARATUMUMAB VERSUS DARATUMUMAB + POMALIDOMIDE + DEXAMETHASONE IN PARTICIPANTS WITH RELAPSED/REFRACTORY MULTIPLE MYELOMA WHO HAVE RECEIVED AT LEAST 1 PRIOR LINE OF THERAPY INCLUDING LENALIDOMIDE AND A PROTEASOME INHIBITOR”



Combinations

elranatamab + daratumumab





Phase III Relapse/Refractory Triplet Therapy: GSK Reignites Blenrep Blockbuster Aspirations With Data from Phase III Studies



Headlines/Hot off the press

“ **GSK's Blenrep Combo Therapy Cuts Risk Of Disease Progression Or Death By Around 50% In Pretreated Multiple Myeloma** ”

Click [here](#) to read the full article

GSK Reignites Blenrep Blockbuster Aspirations With Data from Phase III Studies

Click [here](#) to read the full article

GSK Blenrep Combos for Multiple Myeloma Accepted for EU Review

Click [here](#) to read the full article

Sponsor



DREAMM-8

Ctrl + click to access clinical trial:

[NCT04484623](#)

“A Phase III, Multicenter, Open-Label, Randomized Study to Evaluate the Efficacy and Safety of Belantamab Mafodotin in Combination With Pomalidomide and Dexamethasone (B-Pd) Versus Pomalidomide Plus Bortezomib and Dexamethasone (PVd) in Participants With Relapsed/Refractory Multiple Myeloma”

Combinations

⇒ **belantamab mafodotin**

+ dexamethasone + pomalidomide

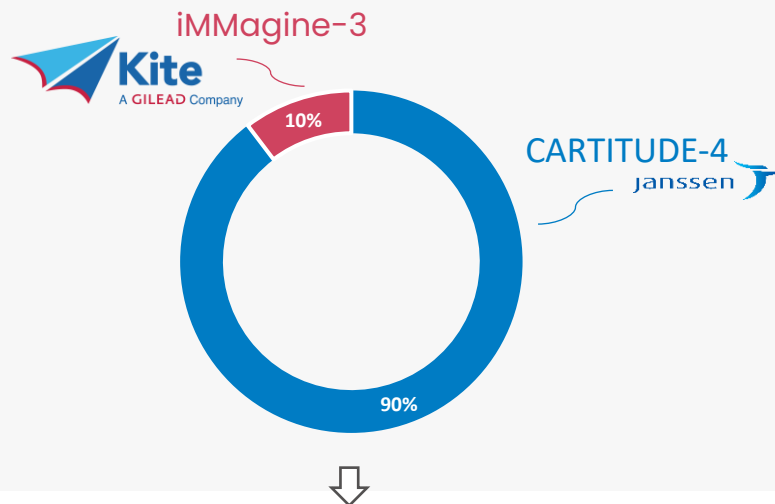




Phase III relapse/refractory CART: Legend's Phase III Win Cements Carvykti as Earlier-Line Multiple Myeloma Treatment



Clinical trial mentioned/Sponsor



CARTITUDE-4

Ctrl + click to access clinical trial: [NCT04181827](#)

"A Study Comparing JNJ-68284528, a CAR-T Therapy Directed Against B-cell Maturation Antigen (BCMA), Versus Pomalidomide, Bortezomib and Dexamethasone (Pvd) or Daratumumab, Pomalidomide and Dexamethasone (DPd) in Participants With Relapsed and Lenalidomide-Refractory Multiple Myeloma"

iMMagine-3

Ctrl + click to access clinical trial: [NCT06413498](#)

"The goal of this study (iMMagine-3) is to compare the study drug, anitocabtagene autoleucel to standard of care therapy (SOCT) in participants with relapsed/refractory multiple myeloma who have received 1 to 3 prior lines of therapy, including an anti-CD38 monoclonal antibody and an immunomodulatory drug."

Headlines/Hot off the press

“CARVYKTI® significantly improved progression-free survival and deepened responses versus two standard therapies for patients with functional high-risk multiple myeloma”
Click [here](#) to read the full article

Legend's Phase III Win Cements Carvykti as Earlier-Line Multiple Myeloma Treatment
Click [here](#) to read the full article

“Arcellx and Kite Continue Momentum with Advances in Anito-Cel Multiple Myeloma Program”
Click [here](#) to read the full article

Combinations

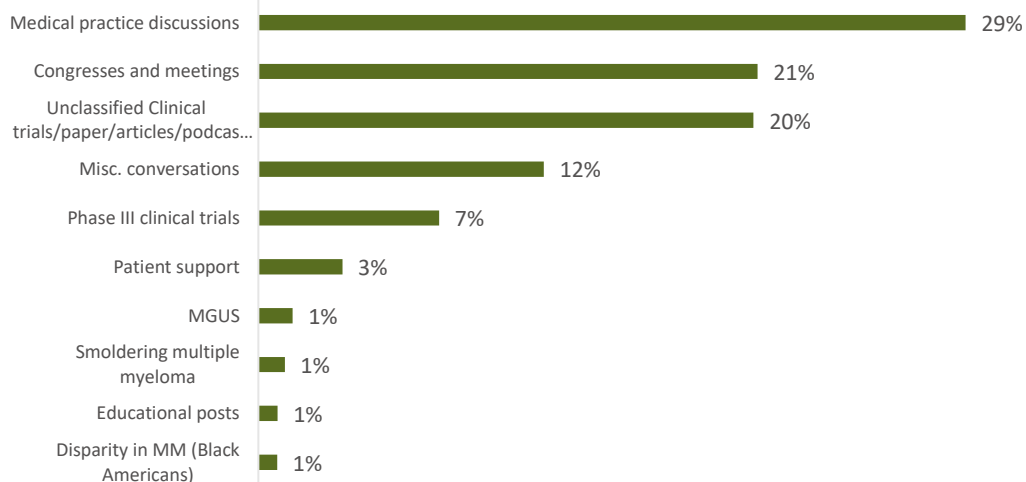
ciltacabtagene autoleucel

anitocabtagene autoleucel

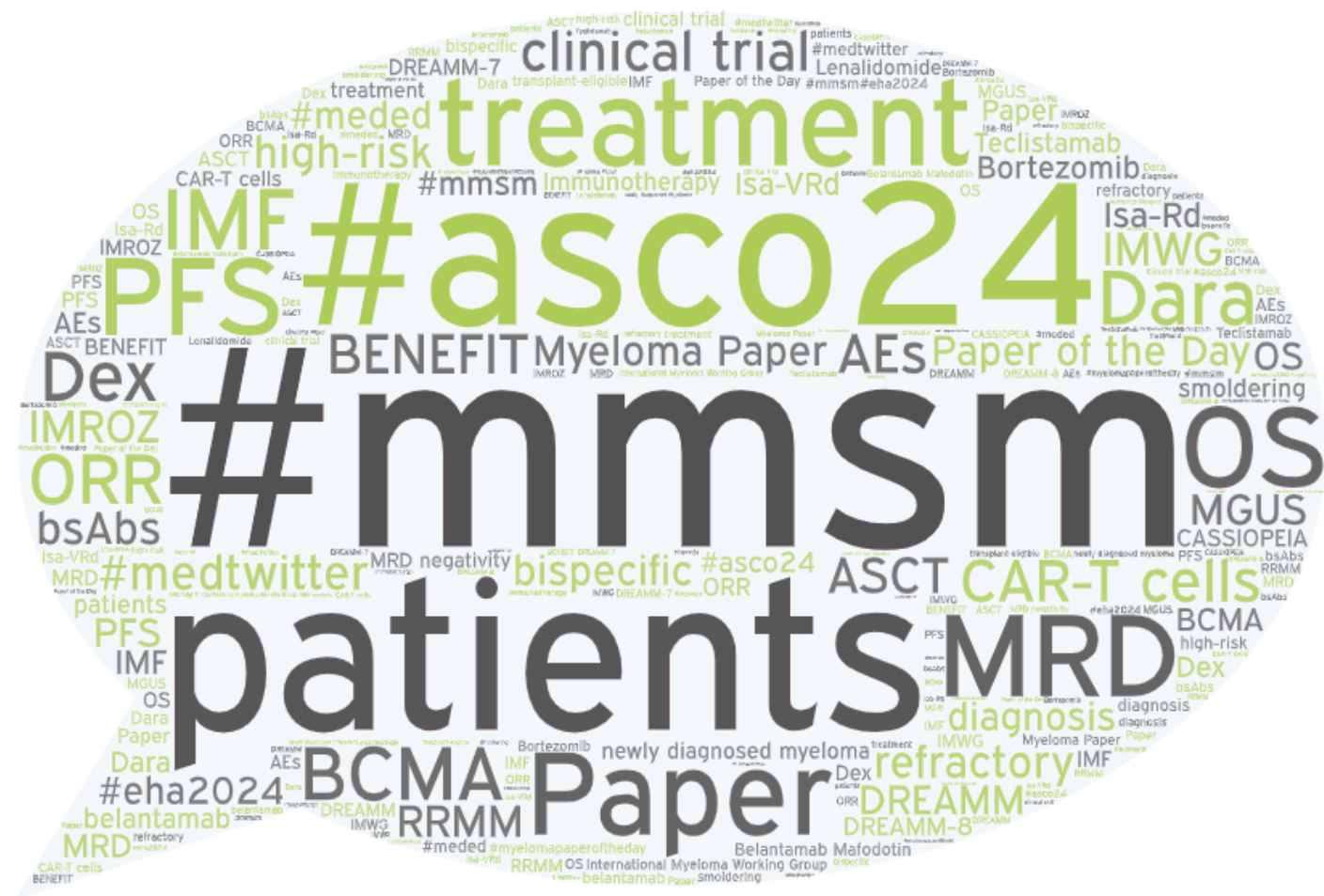
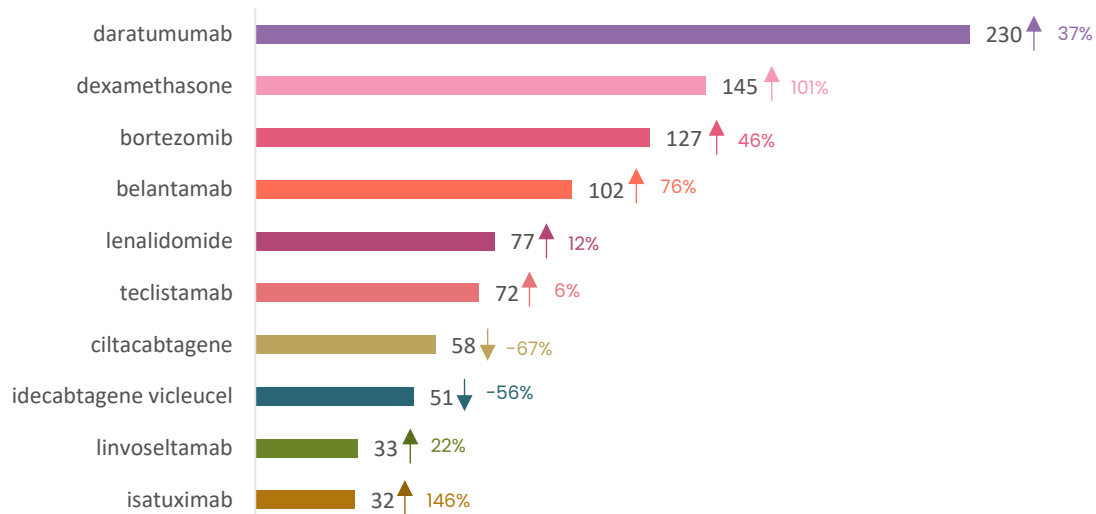
autologous stem cell transplant including an immunomodulatory agent
chimeric antigen receptor
three prior lines of therapy
received one to three prior
new treatments recently announced Food and Drug Administration improvement in overall survival
ciltacabtagene autoleucel CAR-T cell therapy one-time infusion
received at least one prior multiple myeloma patients second interim analysis
B-cell maturation antigen Legend Biotech Corporation
including a proteasome inhibitor single infusion
one prior line of therapy relapsed and refractory multiple myeloma



SOV topics of conversations



SOV molecules




Focus on #ASCO2024: well received results for IMROZ

This year's ASCO conference was heavily focused on **monoclonal antibody** and more particularly daratumumab and **antibody drug conjugate** studied in the **DREAMM-7 and 8** trials.

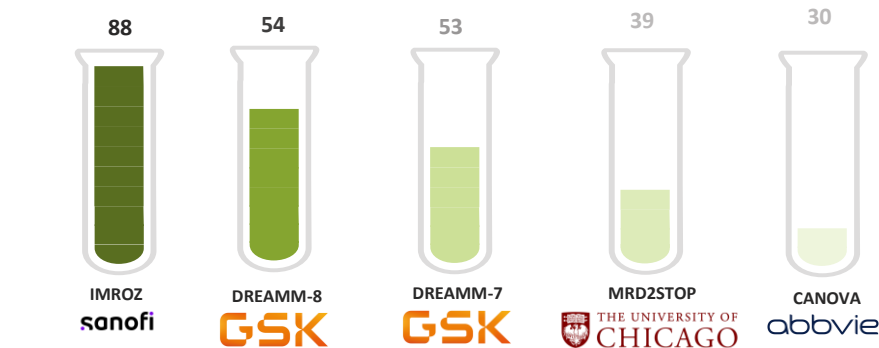
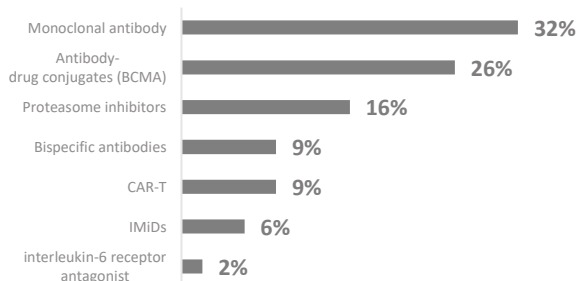
The **IMROZ** clinical trial, the most mentioned showing **improved PFS and OS** with the quad therapy **Isa-Vrd** vs Vrd alone in transplant ineligible NDMM patients was well received by HCPs.

Volume of mentions

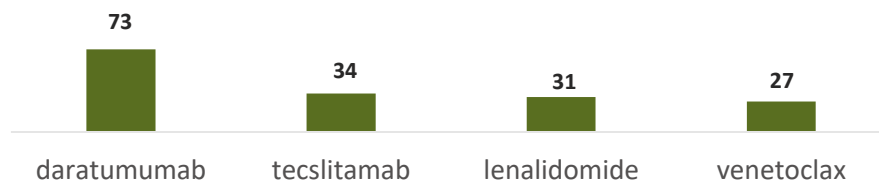
ASCO 2023
1,119 mentions

 ASCO 2024
981 mentions

Topics of discussions (type of treatment)

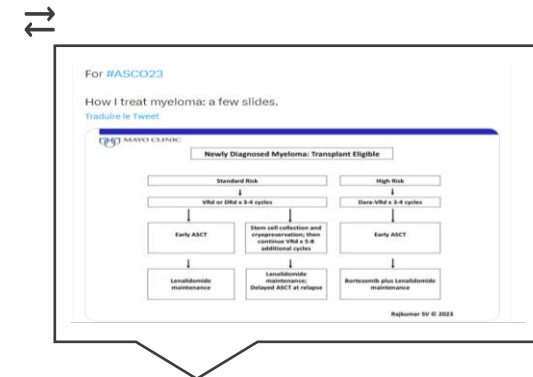
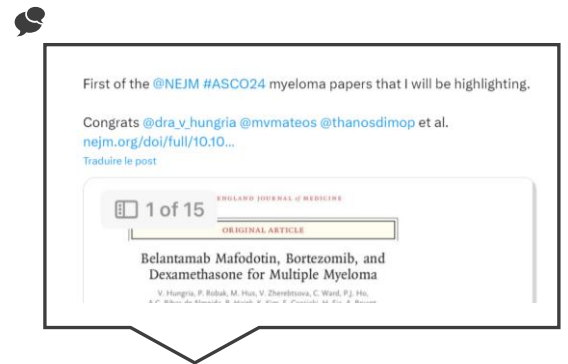


Most mentioned molecules



Top posts from HCPs per engagement

(Ctrl + right click to access posts)



Suggested approach to 1st relapse of myeloma post #ASCO24

Its suddenly more complicated-and bispecifics will change this too.

Bela based triplets >> Dara/Bort/Dex, but CD38+Carfil/Dex still great.

Safety of cilta-cel remains in Q, hard to broadly recommend for now.

#mmsm

A suggested post-ASCO approach to 1st relapse

```
graph TD; A[Targeted and CD20 sensitive] --> B[ Rituximab/rituximab-like ]; B --> C[ Anti-CD38 agonists or Anti-CD38-caritumumab or belinostat ];
```

The flowchart illustrates a suggested post-ASCO approach to the first relapse. It starts with a box labeled "Targeted and CD20 sensitive". An arrow points from this box to a box labeled "Rituximab/rituximab-like". From there, another arrow points to a box labeled "Anti-CD38 agonists or Anti-CD38-caritumumab or belinostat".

HCPs multiple myeloma ASCO 2024 universe N= 981 mentions
Social media listening period: May 24th, 2024, to June 11th, 2024
Scope: worldwide in English

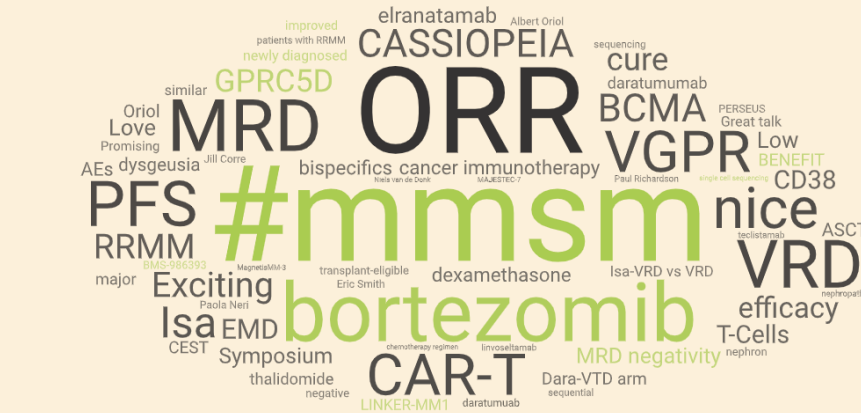
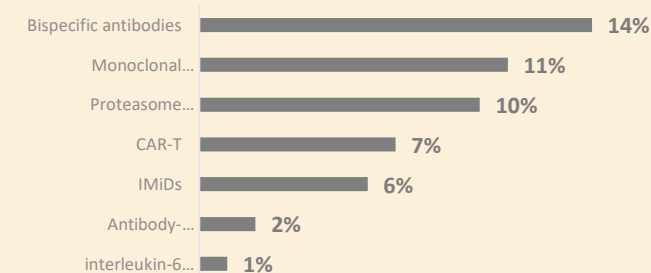
Long-term follow-up of the **CASSIOPEIA** clinical trial was presented during EHA 2024 and was the most mentioned clinical trial when it comes to multiple myeloma.

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

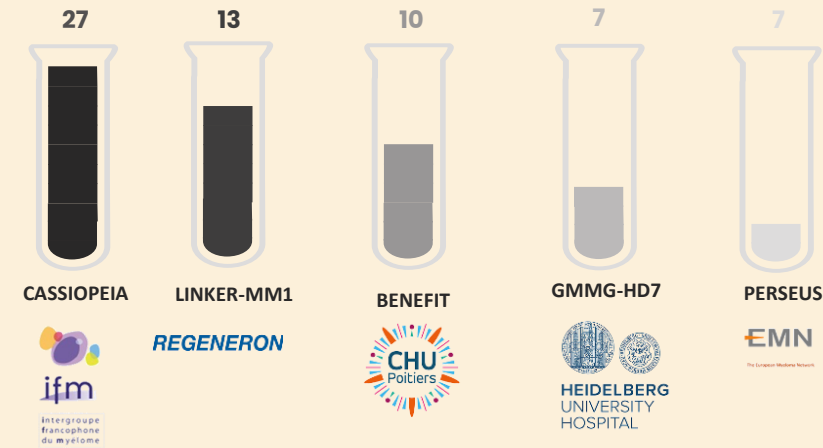
Volume of mentions



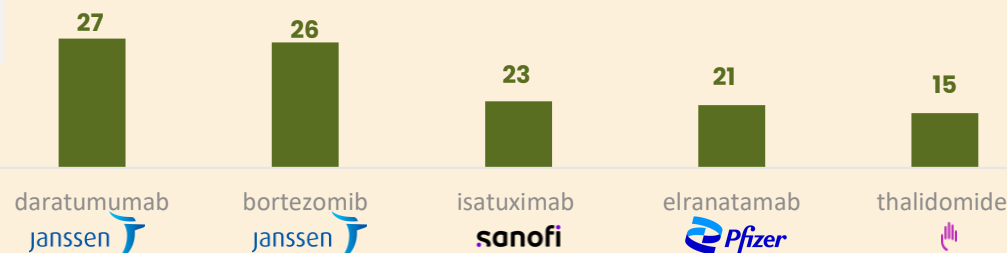
Topics of discussions (type of treatment)



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](#)!

[#EHA24](#)

Engagement continues to be dominated by Vincent Rajkumar with educational posts.

As he often does around the times of congresses, the influential Dr. Rajkumar shared his recommendations on medical practices and treatment of newly diagnosed patients.

The first post redirects to an article titled “**Multiple myeloma: 2024 update on diagnosis, risk-stratification, and management**” available [here](#). It was published in the American journal of hematology on June 28th, 2024.

The second post is related to the first and give an overview of the updated recommendation for newly diagnosed patients.

Most engagement

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



Vincent Rajkumar
@VincentRK

Just out: My 2024 Update on diagnosis, risk stratification, and treatment of myeloma.

[#AJH @MayoCancerCare](#)

10 Tables; Algorithms
Includes current data including trials published this month! [#ASCO24](#)



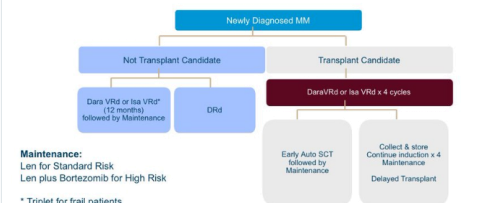
Vincent Rajkumar
@VincentRK

Treatment of newly diagnosed myeloma in one slide.

Based on 4 recent phase IIIs practice has changed and has become easier. [#MyelomaVR](#)

[Traduire le post](#)

Initial Treatment of Myeloma



Rajkumar, SV. 2024 Am J Hematology 2024 Update

GW Cancer Center



Aaron Goodman - "Papa Heme"
@AaronGoodman33

Off to Madison, Wisconsin after clinic to share my views with the University of Wisconsin on all things myeloma and apparently eat cheese curds.



Media (press releases): volume and articles per peak May-June 2024



Volume of articles overtime



A "CARVYKTI®▼ (ciltacabtagene autoleucel; **cilta-cel**) significantly **improved progression-free survival** and deepened responses versus two standard therapies for patients with functional high-risk multiple myeloma" [Link](#)

"Legend Biotech Shares Data on the **Earliest Use to Date of CARVYKTI®** in the Treatment of Multiple Myeloma and Important Subgroup Analyses at ASCO and EHA" [Link](#)

"GSK's **Blenrep** Combo Therapy **Cuts Risk Of Disease Progression Or Death** By Around 50% In Pretreated Multiple Myeloma" [Link](#)

"ASCO: **Sarclisa** is first anti-CD38 to **significantly improve progression-free survival** in combination with VRd for newly diagnosed transplant-ineligible multiple myeloma in phase 3" [Link](#)

A (cont.) "DARZALEX® (daratumumab)-based regimens **significantly improved clinical outcomes** in both transplant-eligible and -ineligible patients who are newly diagnosed with multiple myeloma" [Link](#)

"Johnson & Johnson At ASCO Highlights Long Term Data From Multiple Myeloma Drug, Shows Sustained Deep, Durable Responses In Pretreated Patients" [Link](#)

"TECVAYLI®▼ (teclistamab) shows **sustained deep and durable responses** in patients with relapsed or refractory multiple myeloma" [Link](#)

B "**Sarclisa** accepted for FDA priority review for the treatment of transplant-ineligible newly diagnosed multiple myeloma" [Link](#)

C "Updated **Linvoseltamab** Data Showcase Continued **Deepening of Responses** in Patients with Heavily Pre-Treated Multiple Myeloma" [Link](#)

D "BioLineRx Announces Poster Presentation on Economic Model Data for APHEXDA® (**motixafortide**) as part of CD34+ Hematopoietic Stem Cell Mobilization in Patients with Multiple Myeloma at ISPOR 2024" [Link](#)

E "Comprehensively Covering Multiple Myeloma: **IASO Bio's GPRC5D** CAR-T Product RD118 Receives **IND Approval from NMPA**" [Link](#)

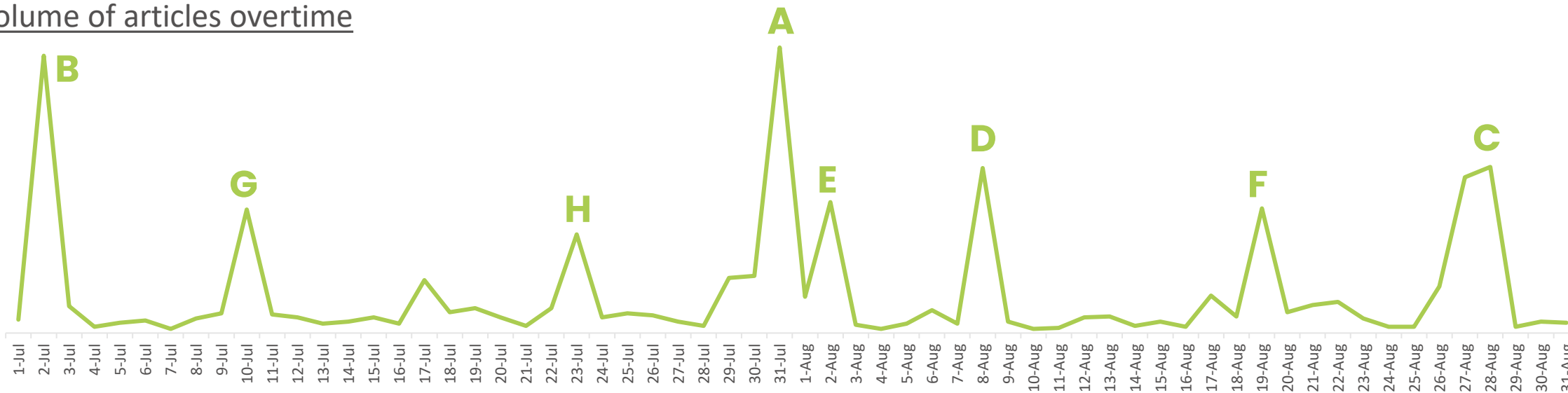
F "Starton Therapeutics Announces **100% Partial Response or Better in Multiple Myeloma Patients** in Interim, Top-line Data from STAR-LLD Phase 1b Clinical" [Link](#)

G "Cleveland Clinic's Efficient, Lifesaving Treatment for Multiple Myeloma Giving Hope to Lives " [Link](#)

Media (press releases): volume and articles per peak July-August 2024



Volume of articles overtime



A "DARZALEX FASPRO® (**daratumumab** and hyaluronidase-fihj)-**based quadruplet regimen approved in the U.S.** for patients with newly diagnosed multiple myeloma who are transplant-eligible" [Link](#)

"New research shows how **machine learning** could revolutionize diagnosis and treatment of multiple myeloma and sepsis" [Link](#)

"**FDA approves J&J's** multiple myeloma therapy" [Link](#)

B "Legend Biotech Announces **Positive Overall Survival Results of Landmark Phase 3 CARTITUDE-4** Trial in Multiple Myeloma" [Link](#)

C "GenScript Subsidiary Legend Biotech Achieves Breakthrough with **Cilta-cel Approval in China**, Offering New Hope for Multiple Myeloma Patients" [Link](#)

D "**Sarclisa** induction treatment demonstrated **significantly improved progression-free survival** in patients with newly diagnosed multiple myeloma eligible for transplant" [Link](#)

"Sanofi's **Sarclisa wins** in transplant-eligible multiple myeloma trial" [Link](#)

E "**The Multiple Myeloma Research Foundation, Road to Victories**, begins this August through the California Wine Country" [Link](#)

F "**Multiple Myeloma Research Foundation (MMRF)** Announces New Publication on **CoMMpassSM** Study in Nature Genetics Defining Distinct Subtypes of Multiple Myeloma and High-Risk Genetic Markers" [Link](#)

G "Join a movement to accelerate a cure for multiple myeloma! **The Multiple Myeloma Research Foundation® Walk/Run**" [Link](#)

H "Bionano Announces Publication of First Multi-Site Study to Analyze the **Utility of OGM in Multiple Myeloma**" [Link](#)



Antibody-drug conjugates

"GSK's **Blenrep** Combo Therapy **Cuts Risk Of Disease Progression Or Death** By Around 50% In Pretreated Multiple Myeloma" [Link](#)

Bispecific antibody

"Johnson & Johnson At ASCO Highlights Long Term Data From Multiple Myeloma Drug, Shows Sustained Deep, Durable Responses In Pretreated Patients" [Link](#)

"TECVAYLI®▼ (**teclistamab**) shows **sustained deep and durable responses** in patients with relapsed or refractory multiple myeloma" [Link](#)

"Updated **Linvoseltamab** Data Showcase Continued **Deepening of Responses** in Patients with Heavily Pre-Treated Multiple Myeloma" [Link](#)

CAR T-cell therapy

"Comprehensively Covering Multiple Myeloma: **IASO Bio's GPRC5D** CAR-T Product RD118 Receives **IND Approval from NMPA**" [Link](#)

"GenScript Subsidiary Legend Biotech Achieves Breakthrough with **Cilta-cel Approval in China**, Offering New Hope for Multiple Myeloma Patients" [Link](#)

CAR T-cell therapy (cont.)

"CARVYKTI®▼ (ciltacabtagene autoleucel; **cilta-cel**) significantly **improved progression-free survival** and deepened responses versus two standard therapies for patients with functional high-risk multiple myeloma" [Link](#)

"Legend Biotech Shares Data on the **Earliest Use to Date of CARVYKTI®** in the Treatment of Multiple Myeloma and Important Subgroup Analyses at ASCO and EHA" [Link](#)

Clinical trials and other studies

"New research shows how **machine learning** could revolutionize diagnosis and treatment of multiple myeloma and sepsis" [Link](#)

"Bionano Announces Publication of First Multi-Site Study to Analyze the **Utility of OGM in Multiple Myeloma**" [Link](#)

"**Multiple Myeloma Research Foundation** (MMRF) Announces New Publication on **CoMMPassSM** Study in Nature Genetics Defining Distinct Subtypes of Multiple Myeloma and High-Risk Genetic Markers" [Link](#)

"Starton Therapeutics Announces **100% Partial Response or Better in Multiple Myeloma Patients** in Interim, Top-line Data from STAR-LLD Phase 1b Clinical" [Link](#)

Hematopoietic Stem Cell Mobilizer

"BioLineRx Announces Poster Presentation on Economic Model Data for APHEXDA® (**motixafortide**) as part of CD34+ Hematopoietic Stem Cell Mobilization in Patients with Multiple Myeloma at ISPOR 2024" [Link](#)

Misc.

"Cleveland Clinic's Efficient, Lifesaving Treatment for Multiple Myeloma Giving Hope to Lives " [Link](#)

Monoclonal antibody

"DARZALEX® (**daratumumab**)-based regimens **significantly improved clinical outcomes** in both transplant-eligible and -ineligible patients who are newly diagnosed with multiple myeloma" [Link](#)

"ASCO: **Sarclisa** is first anti-CD38 to **significantly improve progression-free survival** in combination with VRd for newly diagnosed transplant-ineligible multiple myeloma in phase 3" [Link](#)

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"**FDA approves J&J's** multiple myeloma therapy" [Link](#)

Multiple myeloma awareness

"**The Multiple Myeloma Research Foundation, Road to Victories**, begins this August through the California Wine Country" [Link](#)

"Join a movement to accelerate a cure for multiple myeloma! **The Multiple Myeloma Research Foundation® Walk/Run**" [Link](#)



Drug Market Watch

May 2024



“ FDA Accepts **Isatuximab** for Priority Review for Treatment of Transplant-Ineligible Multiple Myeloma [Link](#) ”

“ Singapore approves **J&J's** Bispecific Antibody treatment for Multiple Myeloma [Link](#) ”



Drug Market Watch

June 2024



“ South Korea’s **NHIS** approves reimbursement of Antengene’s **Xpovio** to treat relapsed or refractory multiple myeloma [Link](#) ”



“ Janssen’s **bispecific** antibody drug for multiple myeloma wins nod in Korea [Link](#) ”



国家药品监督管理局
National Medical Products Administration

“ IASO Biotechnology Secures NMPA **Approval** for IND Application of **RD118 CAR-T Therapy** Targeting GPRC5D for Relapsed/Refractory Multiple Myeloma [Link](#) ”

Confidential

Drug Market Watch

July 2024

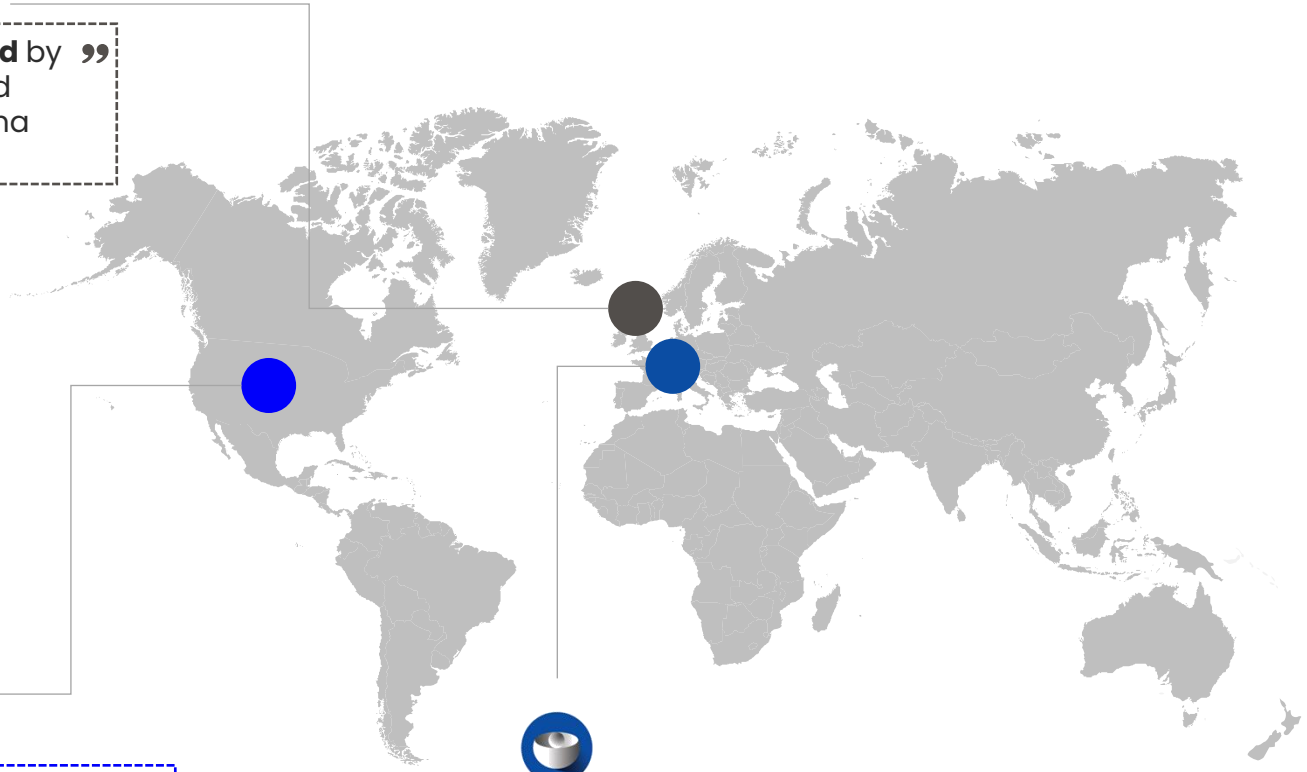
NICE

National Institute for
Health and Care Excellence

“ J&J’s **Tecvayli** recommended by NICE to treat relapsed and refractory multiple myeloma [Link](#) ”



“ FDA approves J&J’s multiple myeloma therapy [Link](#) ”



EUROPEAN MEDICINES AGENCY
SCIENCE MEDICINES HEALTH

“ GSK **Blenrep** Combos for Multiple Myeloma Accepted for EU Review [Link](#) ”



Drug Market Watch

August 2024



**NATIONAL PHARMACEUTICAL
REGULATORY AGENCY**
MINISTRY OF HEALTH MALAYSIA

“ Malaysia **approves** Antengene’s **XPOVIO NDA** for multiple myeloma [Link](#) ”



“ **FDA declines** to approve Regeneron’s **linvoseltamab** amid manufacturing issues [Link](#) ”



国家药品监督管理局
National Medical Products Administration

“ GenScript Subsidiary Legend Biotech Achieves Breakthrough with **Cilta-cel Approval in China**, Offering New Hope for Multiple Myeloma Patients [Link](#) ”

Confidential