



# SMMML newsletter

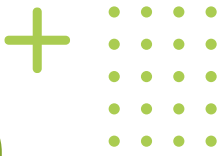
## July 2025

Based on data from April 2025–June 2025

Monthly updates around multiple myeloma

MMsyndiTrack™

Confidential



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:

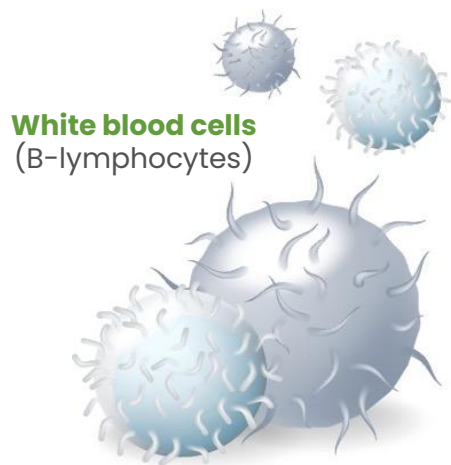
- Marketers
- Business Analysts
- But also HCPs who want to anticipate the future landscape of MM management



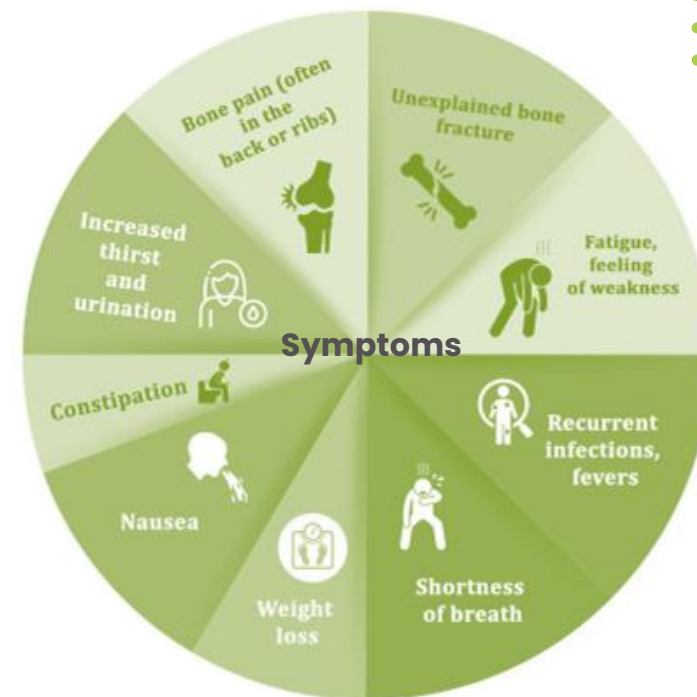
## Introduction on Multiple Myeloma



# What is Multiple Myeloma?



**70**  
YEARS



## Read more on Multiple Myeloma:



→ [Professional version in English](#)

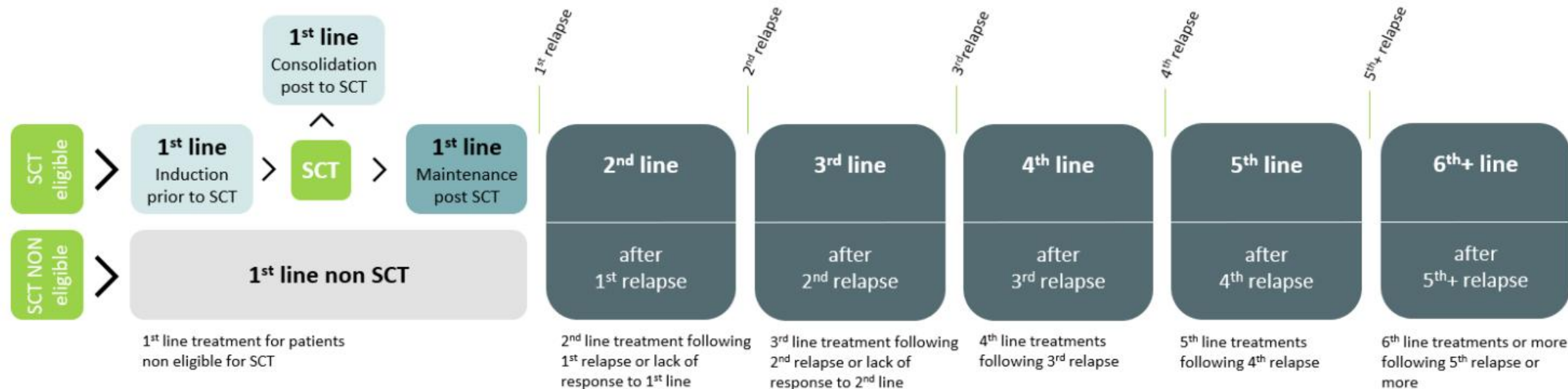
→ [Professional version in French](#)



→ [Consumer version in English](#)

→ [Consumer version in French](#)

# MM lines of therapy based on to the following definitions



## 1<sup>st</sup> 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 “1<sup>st</sup> line prior to stem cell transplant” for the latest SCT procedure planned. For instance, should a patient receive an induction treatment prior to a 2<sup>nd</sup> SCT, he should be considered as a 1<sup>st</sup> line transplant patient.

## 1<sup>st</sup> line Consolidation post SCT

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

## 1<sup>st</sup> line Maintenance post SCT

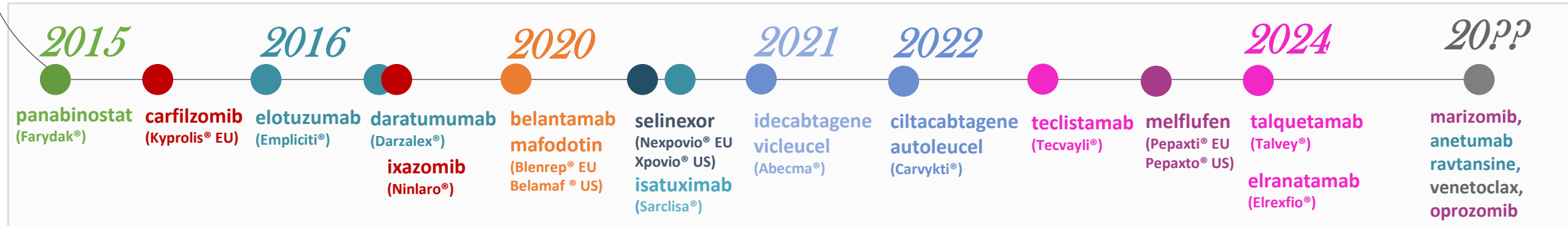
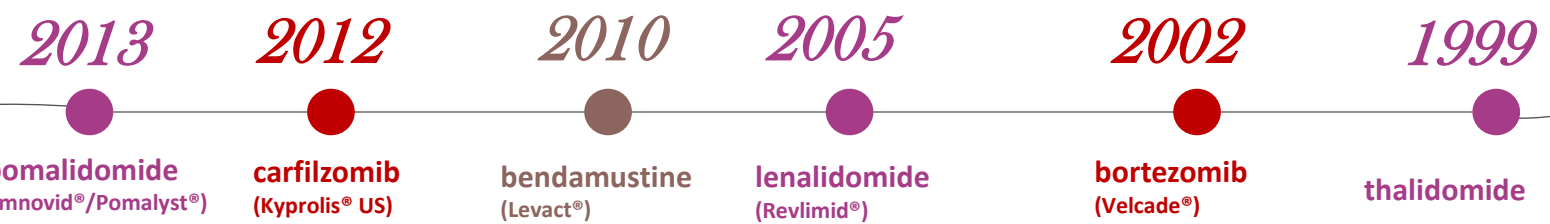
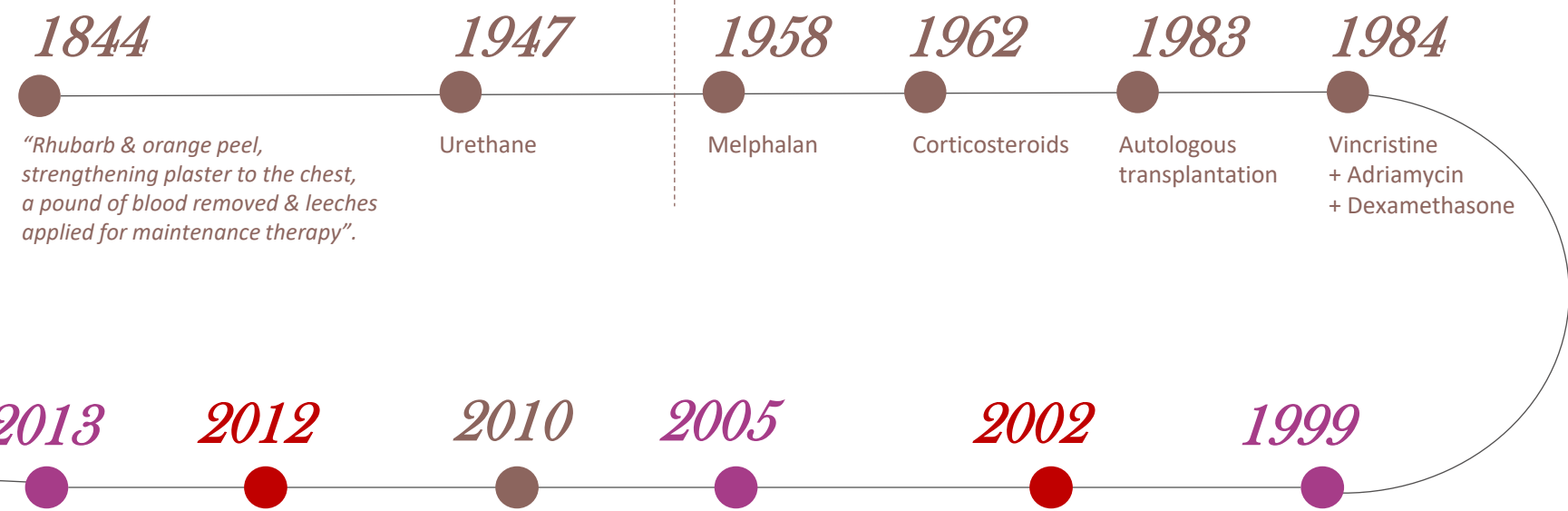
1<sup>st</sup> line therapy **after** stem cell transplant to **sustain the quality of the response** achieved by adding a long course – from several months up to disease progression – of reduced dose therapy.

Drugs approved by European Medicines Agency (EMA)						
Brand name	Active substance	Manufacturer	Class of therapy	EMA Date of authorisation	Line of treatment	Product Monograph
Revlimid®	lenalidomide	BMS	Immunomodulating agents (IMiDs)	14/06/2007	All lines	<a href="#">Click here</a>
Thalidomide® / Thalamid® (US)	thalidomide	BMS	Immunomodulating agents (IMiDs)	16/04/2008	All lines	<a href="#">Click here</a>
Imnovid® / Pomalyst® (US)	pomalidomide	BMS	Immunomodulating agents (IMiDs)	05/08/2013	2L+ (after Revlimid and Velcade)	<a href="#">Click here</a>
Pepaxti® / Pepaxto® (US)	melflufen	Oncopeptides AB	Peptide conjugated alkylator	17/08/2022	Triple class exposed / 3L+ / 4L+ / 5L+	<a href="#">Click here</a>
Velcade®	bortezomib	Janssen	Proteasome inhibitors (PIs)	26/04/2004	1LSCT / 1LNSCT	<a href="#">Click here</a>
Kyprolis®	carfilzomib	Amgen	Proteasome inhibitors (PIs)	19/11/2015	2L+ / 3L+	<a href="#">Click here</a>
Ninlaro®	ixazomib	Takeda	Proteasome inhibitors (PIs)	21/11/2016	2L+	<a href="#">Click here</a>
Farydak®	panobinostat	Novartis + (Secura Bio)	Histone deacetylase inhibitors (HDACis)	28/08/2015	2L+ Relapsed / Refractory	<a href="#">Click here</a>
Darzalex®	daratumumab	Janssen	Monoclonal antibody against CD38 (Mabs)	20/05/2016	All lines	<a href="#">Click here</a>
Empliciti®	elotuzumab	BMS + (AbbVie)	Monoclonal antibody against SLAMF7 (Mabs)	11/05/2016	2L+ / 3L+	<a href="#">Click here</a>
Sarclisa®	isatuximab	Sanofi	Monoclonal antibody against CD38 (Mabs)	30/05/2020	2L+ / 3L+	<a href="#">Click here</a>
Tecvyli®	teclistamab-cqyv	Janssen	Bispecific B-cell maturation antigen (BCMA)-directed CD3 T-cell engager	21/07/2022	4L+ (1Pi + 1 IMiDs + 1anti-CD38 Mabs)	<a href="#">Click here</a>
Talvey®	talquetamab-tgvs	Janssen	Bispecific antibody targeting GPRC5D receptor	09/08/2024 (FDA)	4L+ (1Pi + 1 IMiDs + 1anti-CD38 Mabs)	<a href="#">Click here</a>
Elrexio®	elranatamab-bcmm	Pfizer	Bispecific B-cell maturation antigen (BCMA)-directed CD3 T-cell engager	14/08/2024 (FDA)	4L+ (1Pi + 1 IMiDs + 1anti-CD38 Mabs)	<a href="#">Click here</a>
Blenrep® / Belamaf® (US)	belantamab mafodotin-blmf	GSK	Antibody-drug conjugates (BCMA)	25/08/2020	2L+ (4L+ after P, IMiD and MAB (L5+ in Italy)	<a href="#">Click here</a>
Nexpovio® / Xpovio® (US)	selinexor	Karyopharm Therapeutics	Nuclear export inhibitor (SINE)	26/03/2021	Penta-refractory (2xPI + 2xIMiDs + 1 Mab)	<a href="#">Click here</a>
Venclyxto® / Venclexta® (US)	venetoclax	AbbVie	B-cell lymphoma 2 (BCL-2)	04/12/2016	2L+ (already used in CLL / AML treatments)	<a href="#">Click here</a>
Abecma®	idecabtagene vicleucel	BMS	Cell-based gene therapy (CAR-T)	18/08/2021	Triple class exposed / 3L+ / 4L+ / 5L+	<a href="#">Click here</a>
Carvykti®	ciltacabtagene autoleucel	Janssen	Cell-based gene therapy (CAR-T)	25/05/2022	L3 / L4+ / L5+	<a href="#">Click here</a>
Aredia®	pamidronate	Novartis	Bisphosphonates for bone disease	31/10/1991	Supportive care / Long-term use (5+ years)	<a href="#">Click here</a>
Zometa®	zoledronate	Novartis	Bisphosphonates for bone disease	20/03/2001	Supportive care / Long-term use (5+ years)	<a href="#">Click here</a>
Prolia® + Xgeva®	denosumab	Amgen	Bisphosphonates for bone disease	26/05/2010 - 13/07/2011	Supportive care	<a href="#">Prolia® / Xgeva®</a>
Mozobil®	plerixafor	Genzyme	Stem cell mobilazor	30/07/2009	Supportive care	<a href="#">Click here</a>

# MM treatment history timeline



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



Confidential



**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





April 2025 - June 2025



# ● CONTENTS

01.

News around clinical trials in phase II

- Phase II R/R: CAR-T
- Phase II R/R: Bispecific Therapy

02.

News around clinical trials in Phase III

- Phase III L1: Quadruplet Therapies
- Phase III R/R: Triplet Therapy
- Phase III R/R: CAR-T

03.

Themes of discussion : HCPs

- SOV Themes of discussion
- Posts driving most engagement
- Focus on ASCO 2025

04.

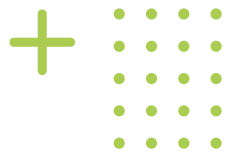
News articles overtime

- Volume of articles per volume of mentions
- Articles per themes

05.

Market watch

- **Market watch:**
  - April 2025
  - May 2025
  - June 2025



# ● SCOPE



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



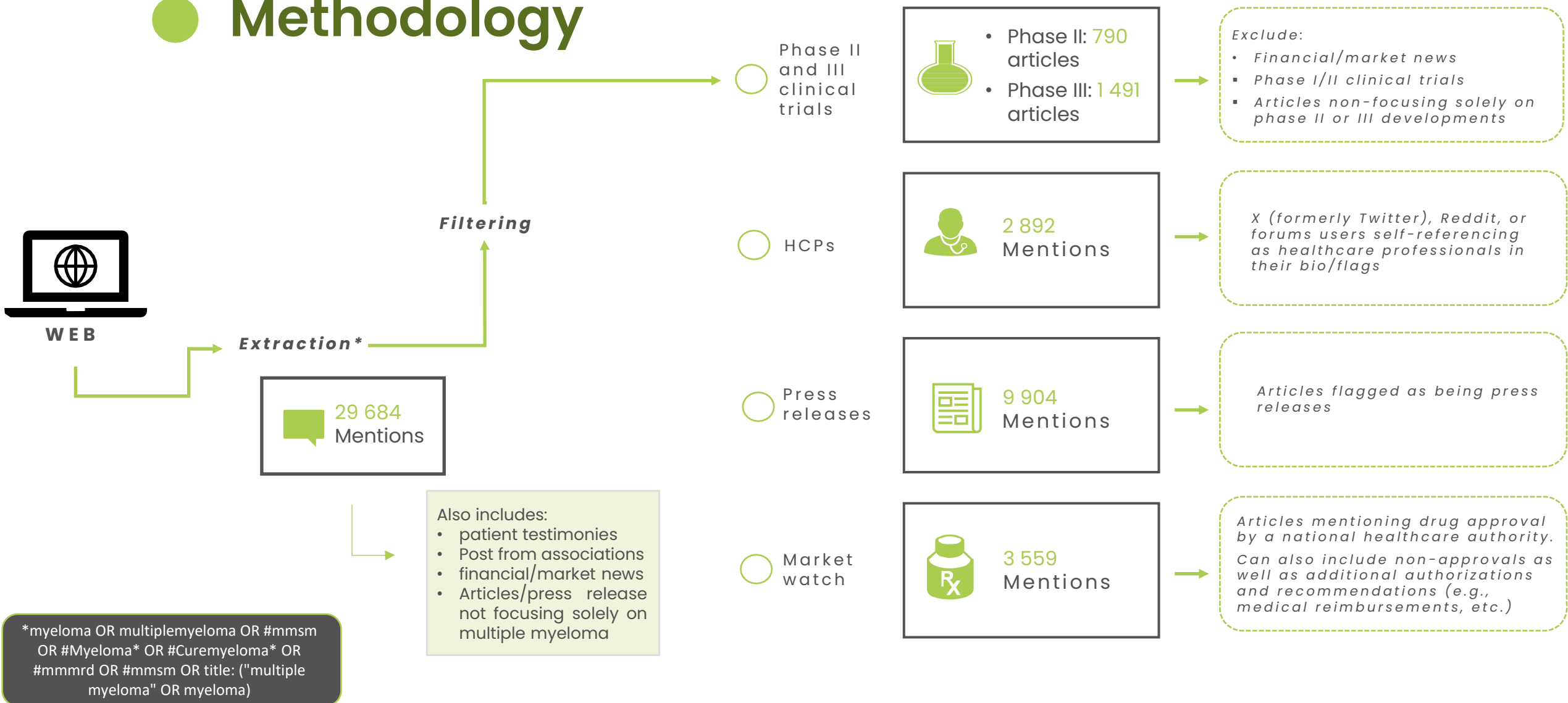
There were a total of **30K** mentions recorded during the listening period from **April 1<sup>st</sup>, 2025**, to **June 31<sup>st</sup>, 2025**.



A majority of mentions came from **X (formerly Twitter) (58%)**, **News (41%)**, and **threads (1%)**.

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

# Methodology





Sponsor	Trial name + link (ctrl + right click)	Line of treatment	Combination/Monotherapy being studied	Note
AbbVie	<a href="#">NCT03314181</a>	RR	venetoclax, daratumumab and dexamethasone (With and Without Bortezomib)	
Bristol-Myers Squibb	<a href="#">ELOQUENT-3</a>	RR	Elotuzumab, pomalidomide, dexamethasone	
CARsgen Therapeutics	<a href="#">LUMMICAR-2</a>	RR	Monotherapy: zevorcabtagene autoleucl	
Celgene	<a href="#">NCT03989414</a>	1L/RR	bortezomb, dexamethasone, daratumumab, elotuzumab, isatuximab, carfilzomib	
	<a href="#">NCT03989414</a>	IL/RR	mezigdomide, bortezomib, dexamethasone, daratumumab, carfilzomib, elotuzumab, isatuximab	
	<a href="#">KarMMa-2</a>	RR	Monotherapy (one arm with lenalidomide) ; BMTCTN1902: Monotherapy: Idecabtagene vicleucl	
	<a href="#">NCT03374085</a>	RR	Monotherapy: mezigdomide or in combination with dexamethasone	
Cellular Biomedicine Group	<a href="#">NCT05521802</a>	RR	Monotherapy: C-CAR088	
GSK	<a href="#">DREAMM-2</a>	RR	Monotherapy: blenrep	
GPCR Therapeutics	<a href="#">NCT05561751</a>	/	GPC-100, propranolol, G-CSF	
Janssen	<a href="#">GRIFFIN</a>	1L	daratumumab, lenalidomide, bortezomib, and dexamethasone (D-RVd)	
	<a href="#">CARTITUDE-1</a>	RR	Monotherapy: ciltacabtagene autoleucl	
	<a href="#">CARTITUDE-2</a>	RR	Monotherapy: ciltacabtagene autoleucl	
	<a href="#">MajesTEC-1</a>	RR	Monotherapy: teclistamab	
	<a href="#">MonumenTAL-1</a>	RR	Monotherapy: talquetamab	
	<a href="#">RedirectTT-1</a>	RR	teclistamab, talquetamab, daratumumab	
Kite, a Gilead company	<a href="#">iMMagine-1</a>	RR	Monotherapy: anitocabtagene autoleucl	
Nanjing IASO Biotechnology	<a href="#">FUMANBA-1</a>	RR	Monotherapy: equecabtagene autoleucl	
Nexcella	<a href="#">NCT04720313</a>	RR	Monotherapy: NXC-201	
Pfizer	<a href="#">MagnetisMM-3</a>	RR	Monotherapy: elranatamab	
	<a href="#">MagnetisMM-9</a>	RR	Monotherapy: elranatamab or in combination with dexamethasone	
Regeneron	<a href="#">LINKER-MM1</a>	RR	Monotherapy: Linvoseltamab (also known as REGN5458)	
Other	<a href="#">FORTE</a>	1L	carfilzomib, lenalidomide, daratumumab, dexamethasone	Sponsor: Mario Boccadoro, University of Turin, Italy
	<a href="#">NCT05123131</a>	1L	isatuximab, bortezomib, lenalidomide, dexamethasone	Sponsor: Cancer Trials Ireland
	<a href="#">NCT02969837</a>	1L	elotuzumab, carfilzomib, lenalidomide, dexamethasone	Sponsor: University of Chicago
	<a href="#">ADVANCE</a>	1L	daratumumab, carfilzomib, lenalidomide, dexamethasone	Sponsor: University of Miami
	<a href="#">AURORA</a>	RR	MLN8237, bortezomib	Sponsor: Mayo Clinic
	<a href="#">NCT03590652</a>	RR	daratumumab, ixazomib, pomalidomide, dexamethasone	Sponsor: University of California, San Diego
	<a href="#">NCT04309981</a>	RR	Monotherapy: cesnicabtagene autoleucl (ARI0002h)	Sponsor: Sara V. Latorre
	<a href="#">REBUILD</a>	RR	Monotherapy: daratumumab	Sponsor: Hellenic Society of Hematology

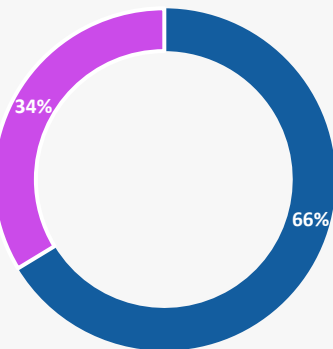


## Clinical trial mentioned/Sponsor

iMMagine-1

ARCELLX

Kite  
A GILEAD Company



CARTITUDE-1

Janssen

### CARTITUDE-1

Ctrl + click to access clinical trial: [NCT03548207](#)

"A Study of JNJ-68284528, a Chimeric Antigen Receptor T Cell (CAR-T) Therapy Directed Against B-Cell Maturation Antigen (BCMA) in Participants With Relapsed or Refractory Multiple Myeloma"

### iMMagine-1

Ctrl + click to access clinical trial: [NCT05396885](#)

"Study of CART-ddBMCA in Relapsed or Refractory Multiple Myeloma (iMMagine-1)"

## Headlines/Hot off the press

“Single infusion of ciltacabtagene autoleucel delivered lasting treatment-free remissions for at least five years in patients with relapsed or refractory multiple myeloma”

“New long-term CARTITUDE-1 data show one-third of patients treated with cilta-cel remain progression-free at five years. CARTITUDE-4 analysis shows overall survival and progression-free benefits in standard and high-risk subgroups across prior lines of treatment”

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

“Arcellx Announces New Positive Data for Its iMMagine-1 Study in Patients with Relapsed and/or Refractory Multiple Myeloma”

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

“EHA 2025: Anito-cel to disrupt CAR-T market in multiple myeloma”

“A key differentiator for anito-cel is its next-generation CAR construct, which incorporates a synthetic D-domain binder designed to enhance efficiency, stability and safety. Cross-trial comparisons suggest it has deeper and more durable responses than Abecma (KarMMA trial: 73% ORR, approximately 36% CR), similar efficacy to Carvykti (CARTITUDE-1: 98% ORR, 83% CR), and a more favourable safety profile than both. If the Phase III trials confirm these findings and the product secures regulatory approval, anito-cel could displace Abecma in market share and emerge as a preferred option over Carvykti in older or frailer patients. Physicians may also value its potentially more scalable manufacturing process and faster turnaround, especially when manufacturing slots for Carvykti and Abecma are limited.”

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

## Molecules

ciltacabtagene autoleucel

anitocabtagene autoleucel





# Phase II Relapse/Refractory Bispecific Therapy: EHA 2025: J&J's dual-targeting bispecifics could redefine SOC for r/r MM.



## Headlines/Hot off the press

### “ EHA 2025: J&J's dual-targeting bispecifics could redefine SOC for r/r MM ”

This trial evaluated the safety and efficacy of the combination of Johnson & Johnson's teclistamab, an anti-G protein-coupled receptor family C group 5 member D-directed CD3 bispecific T-cell engager and Ttalquetamab, an anti-B-cell maturation antigen (BCMA)-CD3 BiTE, in treating patients with relapsed/refractory multiple myeloma and extramedullary disease who are already triple-class exposed including proteasome inhibitor, immunomodulatory drugs, and an anti-CD38 monoclonal antibody."

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

## Sponsor



## Combinations

**talquetamab  
+ teclistamab**

+/-

**daratumumab**

### RedirecTT-1

Ctrl + click to access clinical trial:

**NCT04586426**

"A Study of the Combination of Talquetamab and Teclistamab in Participants With Relapsed or Refractory Multiple Myeloma."



Drugs in clinical trials (Phase III) monitored during the listening period					
Sponsor	Trial name + link (ctrl + right click)	Line of treatment	Combination/Monotherapy being studied	Note	
AbbVie	<a href="#">Bellini</a>	RR	venetoclax, bortezomib, dexamethasone		
	<a href="#">CANOVA</a>	RR	venetoclax, dexamethasone		
Celgene	<a href="#">DETERMINATION</a>	RR	lenalidomide, bortezomib, dexamethasone		
	<a href="#">KarMMa-3</a>	RR	Monotherapy: Idecabtagene vicleucel		
GSK	<a href="#">DREAMM-3</a>	RR	Monotherapy: belantamab mafodotin		
	<a href="#">DREAMM 7</a>	RR	belantamab mafodotin, bortezomib and dexamethasone		
	<a href="#">DREAMM 8</a>	RR	belantamab mafodotin Plus pomalidomide and dexamethasone		
Janssen	<a href="#">AURIGA</a>	Maintenance	daratumumab, lenalidomide		
	<a href="#">CARTITUDE-4</a>	RR	Monotherapy: ciltacabtagene autoleucel		
	<a href="#">CASTOR</a>	RR	daratumumab, bortezomib, dexamethasone		
	<a href="#">MAIA</a>	1L	daratumumab, lenalidomide, dexamethasone		
	<a href="#">MajesTEC-3</a>	RR	teclistamab, daratumumab Subcutaneously (SC) (Tec-Dara)		
	<a href="#">POLLUX</a>	RR	daratumumab, lenalidomide, and dexamethasone		
	<a href="#">CEPHEUS</a>	1L	daratumumab, bortezomib, lenalidomide, dexamethasone		
Karyopharm	<a href="#">BOSTON</a>	RR	selinexor, bortezomib,, dexamethasone		
Oncopeptides	<a href="#">OCEAN</a>	RR	Monotherapy: melphalan flufenamide		
Pfizer	<a href="#">MagnetisMM-5</a>	RR	Monotherapy: elranatamab or doublet therapy with daratumumab		
	<a href="#">MagnetisMM-6</a>	1L	elranatamab, daratumumab, lenalidomide		
Sanofi	<a href="#">IMROZ</a>	1l	isatuximab, bortezomib, lenalidomide dexamethasone		
	<a href="#">IRAKLIA</a>	1l	Pomalidomide, isatuximab, dexamethasone		
	<a href="#">ICARIA-MM</a>	RR	isatuximab, pomalidomide, dexamethasone		
	<a href="#">IKEMA</a>	RR	isatuximab, carfilzomib And dexamethasone		
Takeda	<a href="#">TOURMALINE-MM1</a>	RR	ixazomib, lenalidomide, dexamethasone		
	<a href="#">TOURMALINE-MM2</a>	1L	ixazomib, lenalidomide, dexamethasone		
Other	<a href="#">ATLAS</a>	Maintenance	lenalidomide, carfilzomib, dexamethasone	Sponsor: University of Chicago	
	<a href="#">BENEFIT</a>	1L	isatuximab, lenalidomide, dexamethasone	Sponsor: Poitiers University Hospital	
	<a href="#">DRAMMATIC</a>	/	lenalidomide, daratumumab	Sponsor: SWOG Cancer Research Network	
	<a href="#">EQUATE</a>	1L	daratumumab, bortezomib, lenalidomide, dexamethasone	Sponsor: ECOG-ACRIN Cancer Research Group	
	<a href="#">GMMG HD7</a>	1L	Isatuximab, lenalidomide, bortezomib, dexamethasone	Sponsor: University of Heidelberg Medical Center	

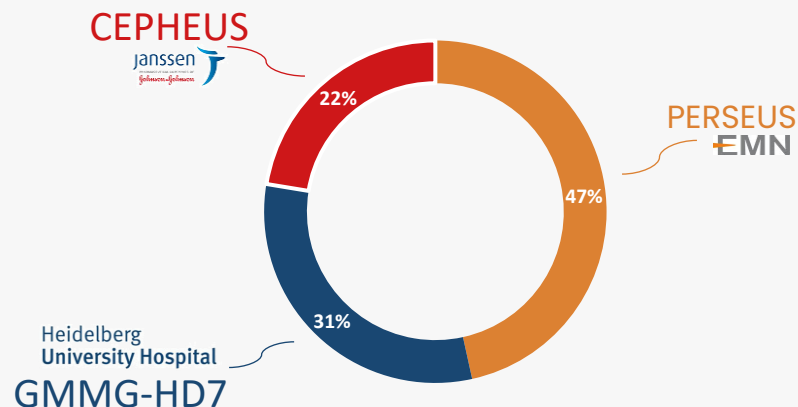




# Phase III Line 1 Quadruplet Therapies: Long-Term Benefit of Daratumumab-Based Quadruplet Therapy Leads to EU Approval; Isatuximab Gains Expanded EU Use.



## Clinical trial mentioned/Sponsor



### 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"

### CEPHEUS

Ctrl + click to access clinical trial:  
[NCT03652064](#)

"The purpose of this study to determine if the addition of daratumumab to bortezomib + lenalidomide + dexamethasone (VRd) will improve overall minimal residual disease (MRD) negativity rate compared with VRd alone."

## Headlines/Hot off the press

**New analyses reinforce long-term benefit of daratumumab subcutaneous-based quadruplet regimen for patients with newly diagnosed multiple myeloma**

Sustained MRD negativity rates at 24 months or longer were more than doubled in transplant eligible patients treated with daratumumab-VRd vs VRd alone in the Phase 3 **PERSEUS** study

Data from the Phase 3 **CEPHEUS** study show daratumumab-VRd significantly reduced the risk of progression or death by 49 percent vs VRd alone in transplant-ineligible newly diagnosed patients

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

**SNY Gets CHMP Nod for Expanded Use of Sarclisa in Multiple Myeloma** Click [here](#) to read the full article

**European Commission approves Johnson & Johnson's subcutaneous daratumumab-based quadruplet regimen for the treatment of patients with newly diagnosed multiple myeloma, regardless of transplant eligibility**

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

## Combinations

**daratumumab + bortezomib +  
Lenalidomide + dexamethasone**

**Isatuximab + Lenalidomide +  
Bortezomib + Dexamethasone**

**daratumumab + dexamethasone  
+ lenalidomide + bortezomib**



Phase III L1 quadruplet therapies N= 500 mentions  
Social media listening period: April 2025-June 2025  
Scope: worldwide in English



# Phase III Relapse/Refractory Triplet Therapy: Blenrep Gains Regulatory Approvals Across Multiple Markets (UK, EU, Japan).



## Headlines/Hot off the press

“ **UK’s MHRA authorises GSK’s Blenrep for multiple myeloma treatment** Click [here](#) to read the full article ”

“ **GSK’s Blenrep combinations receive positive CHMP (European Union) opinion in relapsed/refractory multiple myeloma** Click [here](#) to read the full article ”

“ **Japan approves GSK’s Blenrep combinations for multiple myeloma** Click [here](#) to read the full article ”

## Sponsor



### DREAMM-7

Ctrl + click to access clinical trial:  
[NCT04246047](#)

“A Multicenter, Open-Label, Randomized Phase III Study to Evaluate the Efficacy and Safety of the Combination of Belantamab Mafodotin, Bortezomib, and Dexamethasone (B-Vd) Compared With the Combination of Daratumumab, Bortezomib and Dexamethasone (D-Vd) in Participants With Relapsed/Refractory Multiple Myeloma”



## Combinations

**belantamab mafodotin**  
+ **bortezomib** + **dexamethasone**

### 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”



**belantamab mafodotin**  
+ **dexamethasone** + **pomalidomide**





# Phase III Relapse/Refractory CAR-T: Groundbreaking 5-Year Survival Data for CARVYKTI® in Multiple Myeloma at 2025 ASCO Annual Meeting.



## Headlines/Hot off the press

“

### Legend Biotech Unveils Groundbreaking 5-Year Survival Data for CARVYKTI® in Multiple Myeloma at 2025 ASCO Annual Meeting

”

“CARTITUDE-4 subgroup analyses featured in a poster presentation highlight consistent, durable progression-free and overall survival benefit vs. standard therapies across cytogenetic risk groups as early as second-line therapy”

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

## Sponsor/Co-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”



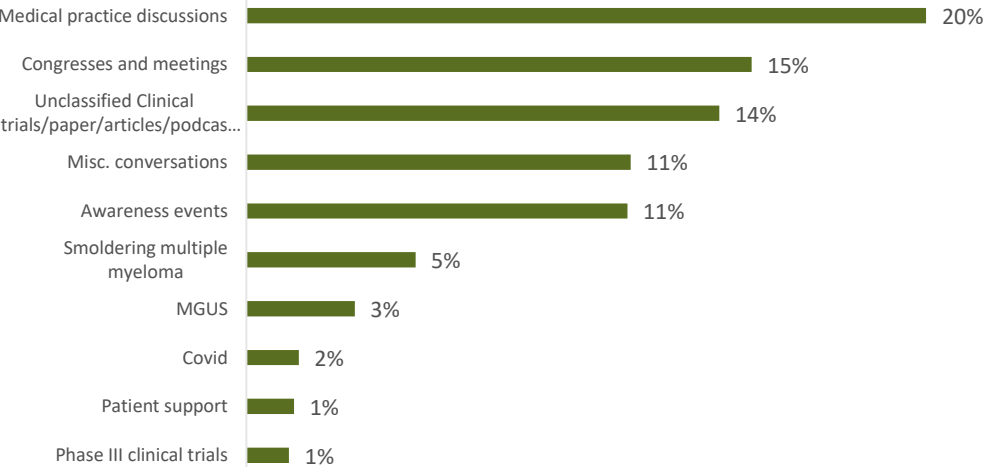
## Molecule

**ciltacabtagene autoleucel**

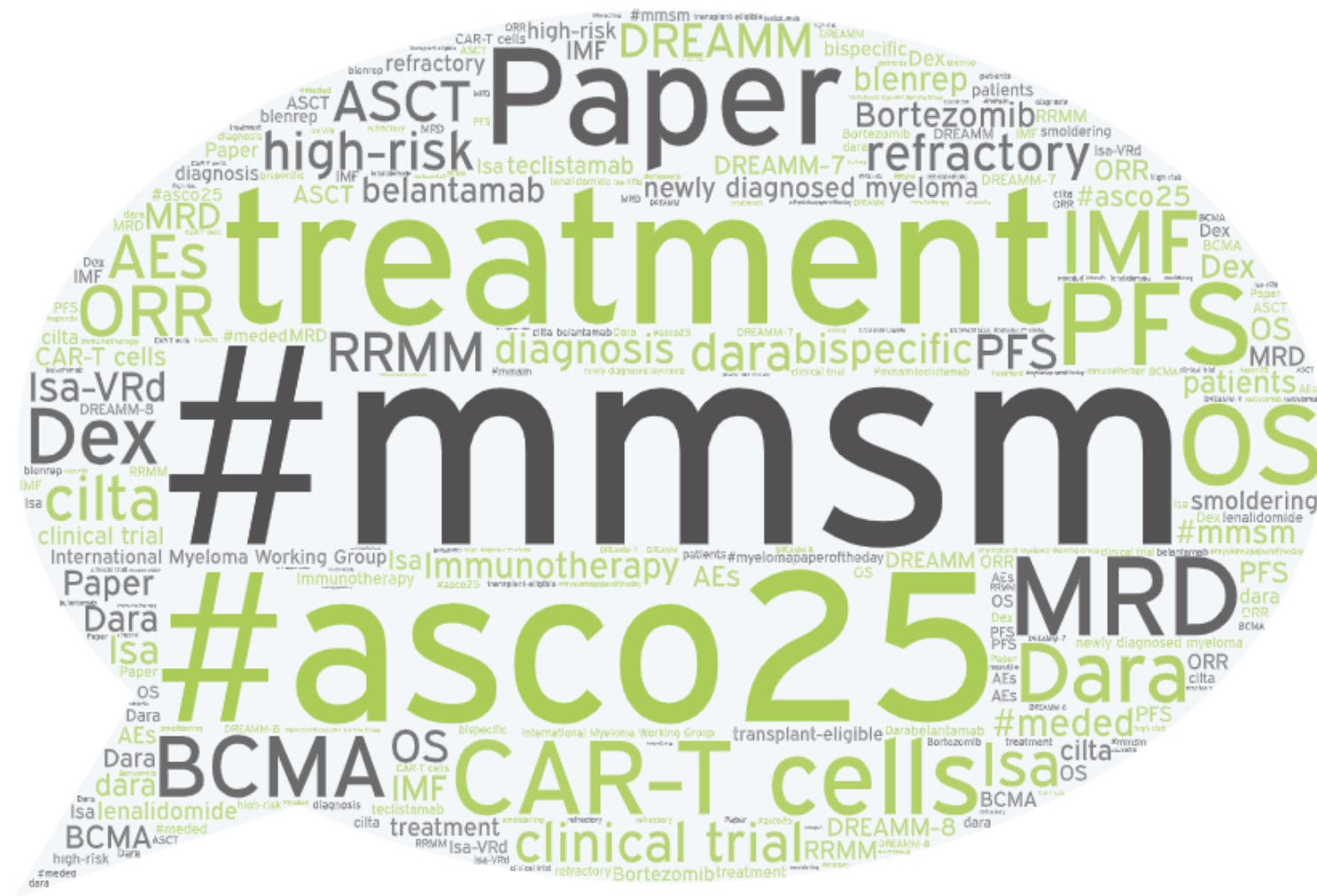
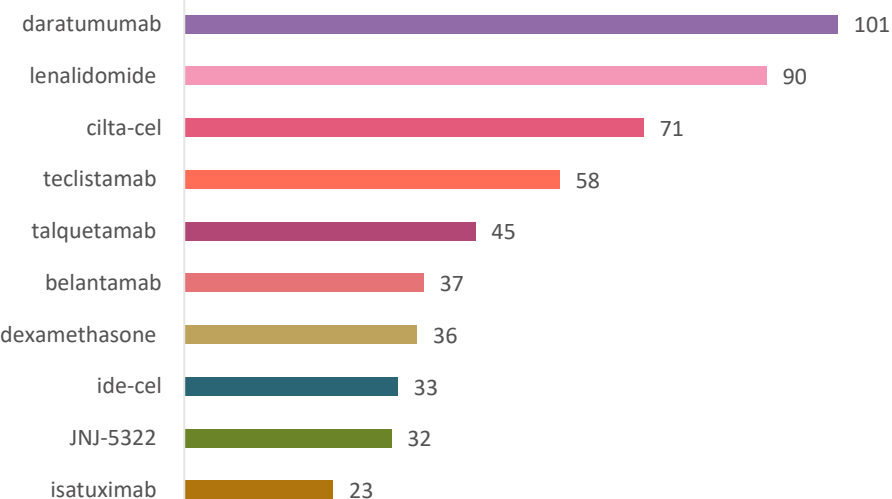


Phase III R/R CAR-T N= 216 mentions  
Social media listening period: April 2025-June 2025  
Scope: worldwide in English

# SOV topics of conversations



## SOV molecules





During this period, the most engaging posts explored potential new understandings of multiple myeloma, its precursor conditions, and its treatment approaches.

Professor Costa shared an educational post detailing a proposed algorithmic treatment strategy for multiple myeloma patients, intending to achieve Minimal Residual Disease (MRD)

Dr. Al Hadidi focused on new findings from the iStopMM clinical trial proposing a new definition of light chain MGUS.

Similarly, Dr. Lentsch shared an article from [ascopubs.org](https://ascopubs.org) presenting a paper by the International Myeloma Society regarding recommendations for defining high-risk multiple myeloma.

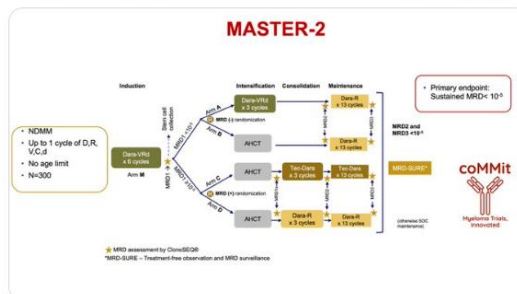
## Most engagement

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



Luciano J Costa  
@End\_myeloma

Newly diagnosed with MM? MASTER-2 addressed response adapted therapy with the perspective of finite treatment. Accruing fast! #mmsm



Samer Al Hadidi, MD, MS, FACP  
@HadidiSamer

New Definition of Light Chain Monoclonal Gammopathy of Undetermined Significance @iStopMM

@JMAOnc #mmsm

[jamanetwork.com/journals/jamao...](https://jamanetwork.com/journals/jamao...)

Important data coming to support need for new ranges of normal free light chains based on eGFR 📢



Suzanne Lentzsch, MD, PhD  
@SLentzsch

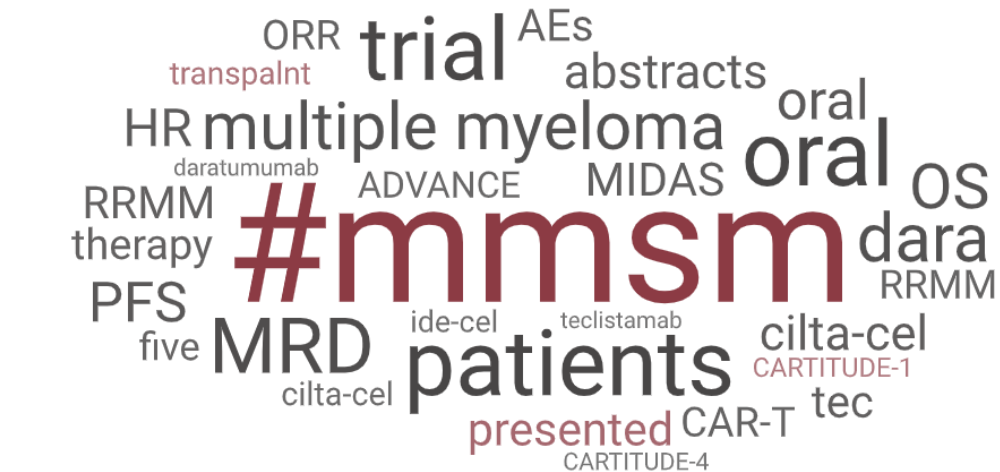
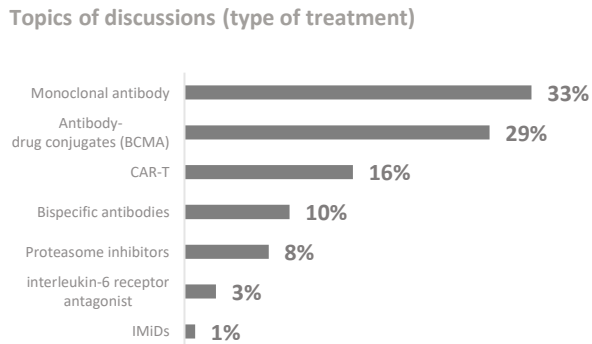
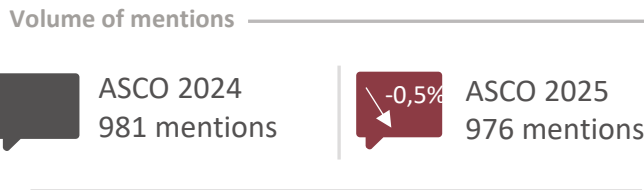
International Myeloma Society/International Myeloma Working Group Consensus Recommendations on the Definition of High-Risk Multiple Myeloma | Journal of Clinical Oncology



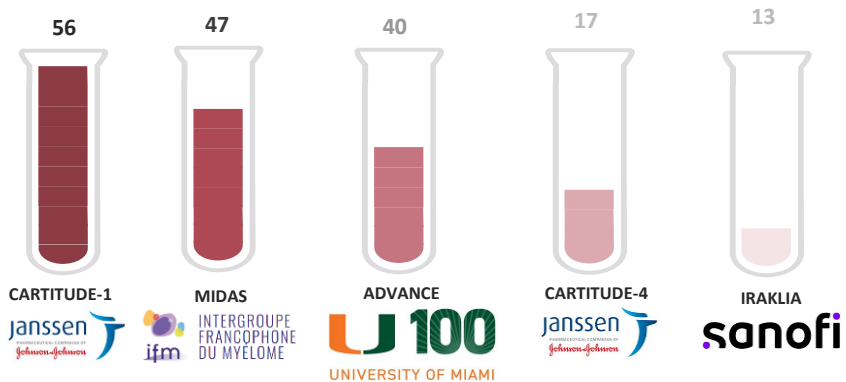
# Focus on multiple myeloma: CARTITUDE-1 offers new hope for Relapsed Refractory Multiple Myeloma patients

The most mentioned clinical trial **CARTITUDE-1** presented encouraging results: **33% of RRMM patients achieved progression-free survival five years after cilta-cel treatment**. The median overall survival was also five years for all enrolled patients."

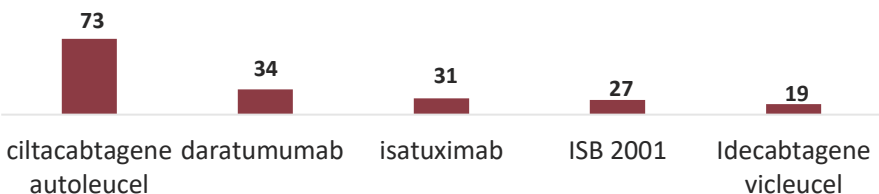
The results elicited considerable enthusiasm from HCPs online, with some suggesting this constitutes a **functional cure** for multiple myeloma. Nevertheless, others emphasized the necessity of managing short- and long-term **adverse events**.



Most mentioned clinical trials



Most mentioned molecules



Top posts from HCPs per engagement  
(Ctrl + right click to access posts)

**Vincent Rajkumar** @VincentRK

My Updated Myeloma Treatment Algorithms. #ASCO25 Bookmark!

Presented at COMy.

1) Newly Diagnosed myeloma transplant ineligible.

**Vincent Rajkumar** @VincentRK

Just out. Updated myeloma mSMART guidelines on prevention and management of bispecific antibody associated Toxicities. @YiLinMDPhD @MayoMyeloma #ASCO25

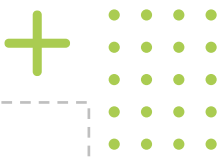
Comprehensive and covers CRS, neurotoxicity, infection prevention and more.

Link: [msmart.org/mm-treatment-g...](https://msmart.org/mm-treatment-g...)

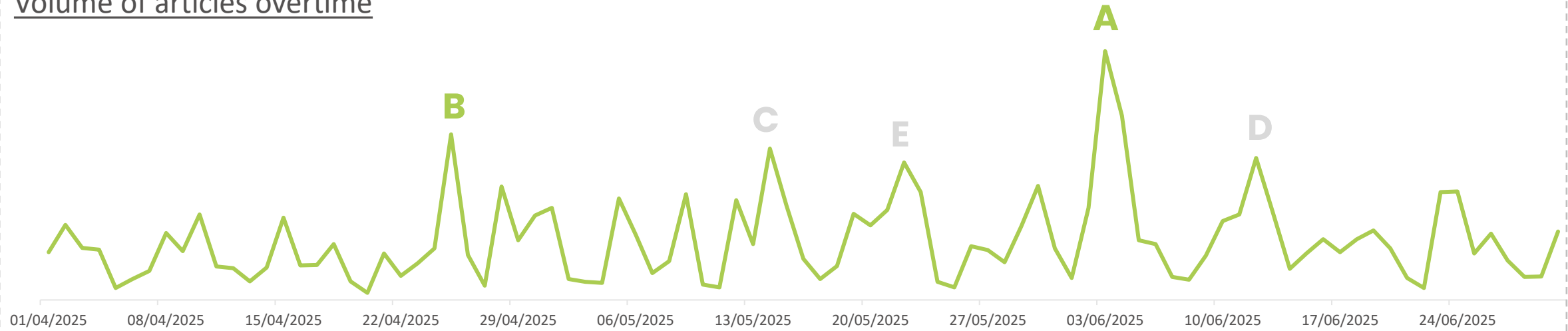
**Vincent Rajkumar** @VincentRK

Just out. Updated myeloma mSMART guidelines on prevention and management of bispecific antibody associated Cytokine Release Syndrome (CRS) and Neurotoxicity. @YiLinMDPhD @MayoMyeloma #ASCO25

# Media (press releases): volume and articles per peak



## Volume of articles overtime



**A** “Early results from Johnson & Johnson’s **trispecific antibody** show promising response in heavily pretreated multiple myeloma patients” [Link](#)

“Single infusion of CARVYKTI® (**ciltacabtagene autoleucel**; cilta-cel) delivered lasting treatment-free remissions for at least five years in patients with relapsed or refractory multiple myeloma” [Link](#)

“New analyses reinforce long-term benefit of DARZALEX® (**daratumumab**) subcutaneous-based quadruplet regimen for patients with newly diagnosed multiple myeloma” [Link](#)

“ASCO: new **Sarclisa** data support subcutaneous administration with on-body injector” [Link](#)

“Researchers develop a new ultrasensitive method that **detects residual disease** in patients with multiple myeloma” [Link](#)

**A** continued

“Full Dose-Escalation Data Show Continued High Response Rates and Favorable Safety Profile of **ISB 2001**, a First-in-Class BCMA × CD38 × CD3 **Trispecific Antibody**, for the Treatment of Relapsed/Refractory Multiple Myeloma” [Link](#)

**B** “Allarity Therapeutics Presents Novel Drug Response Predictor–DRP®–for **Daratumumab** in Multiple Myeloma at AACR 2025” [Link](#)

“Starton Therapeutics Presents Positive Data from Phase 1b Study Evaluating **STAR-LLD** for the Treatment of Relapsed/Refractory Multiple Myeloma at the American Association for Cancer Research (AACR) Annual Meeting 2025” [Link](#)

“Lynozytic™ (**linvoseltamab**) Approved in the European Union for the Treatment of Relapsed/Refractory Multiple Myeloma” [Link](#)

**B** continued

“**Caribou** Changes Course Again, Lays Off 32% of Workforce” [Link](#)

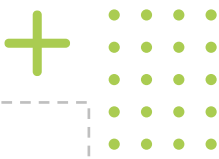
“GSK’s **Blenrep** gets green light in UK for relapsed myeloma” [Link](#)

“**Smoldering multiple myeloma**: What it is, how it progresses and the latest research” [Link](#)

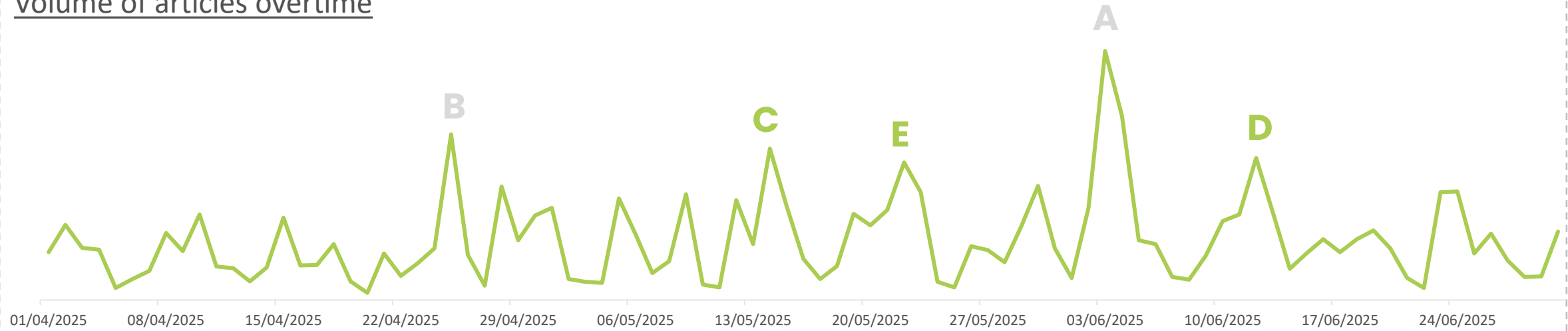
“Exicure, Inc. Nears Completion of Phase 2 Study of **GPC-100** in Multiple Myeloma” [Link](#)

“Over 53 Million Myeloma Milestones Shared During 2025 Myeloma Action Month” [Link](#)

# Media (press releases): volume and articles per peak



## Volume of articles overtime



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"Arcellx Announces New Positive Data for Its **iMMagine-1** Study in Patients with Relapsed and/or Refractory Multiple Myeloma" [Link](#)

"Heidelberg Pharma to Present Promising New Clinical Data on its Lead ATAC Candidate **HDP-101** at EHA 2025" [Link](#)

"Ichnos Glenmark Innovation (IGI) Receives U.S. FDA Fast Track Designation for **ISB 2001** for Relapsed/Refractory Multiple Myeloma" [Link](#)

"CARsgen Announces Preliminary Clinical Data for Allogeneic **BCMA CAR-T CT0596**, Demonstrating Favorable Safety and Efficacy" [Link](#)

"The International Myeloma Foundation Mourns the Loss of Board Member and Longtime Philanthropist **John O'Dwyer**" [Link](#)

### D "Starton Therapeutics Announces Phase 2a Clinical Trial for Continuous Low-Dose Lenalidomide (**STAR-LLD**) in Multiple Myeloma Open for Enrollment" [Link](#)

"As cancer treatment bills pile up, B.C. woman wants system fixed" [Link](#)

"Bristol Myers Squibb Presents Data Across Targeted Protein Degradation Research Including CELMoD Agents and **BCL6 Ligand-Directed Degradar** at EHA 2025" [Link](#)

"Real-world prospective data confirms improved risk stratification in multiple myeloma using SKY92 gene expression profiling" [Link](#)

"Simcere Zaiming Announces First Patient Dosed in the US in a Phase 1 Trial of **Trispecific Antibody SIM0500** in Patients with Relapsed/Refractory Multiple Myeloma" [Link](#)

"**Sarclisa** recommended for EU approval by the CHMP to treat transplant-eligible newly diagnosed multiple myeloma" [Link](#)

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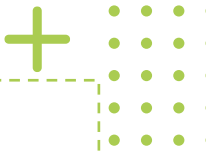
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"**Linvoseltamab** in Combination with Carfilzomib or Bortezomib Shows Promising Initial Results in Earlier Lines of Treatment for Relapsed/Refractory Multiple Myeloma" [Link](#)

"**Blenrep's Revival Gains Steam**: EMA Decision Imminent As Japan Approves New Regimen" [Link](#)





## Antibody-drug conjugates

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- "**Blenrep's** Revival Gains Steam: EMA Decision Imminent As Japan Approves New Regimen" [Link](#)

## Awareness

- "Over 53 Million Myeloma Milestones Shared During 2025 Myeloma Action Month" [Link](#)

## Bispecific antibody

- "Lyenzozyfic™ (**linvoseltamab**) Approved in the European Union for the Treatment of Relapsed/Refractory Multiple Myeloma" [Link](#)
- "**Linvoseltamab** in Combination with Carfilzomib or Bortezomib Shows Promising Initial Results in Earlier Lines of Treatment for Relapsed/Refractory Multiple Myeloma" [Link](#)

## CAR-T

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## CELMoD

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## CXCR4 inhibitor

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## Immunomodulating agents

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## Industry news

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## Monoclonal antibody

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## Research

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## Smouldering multiple myeloma

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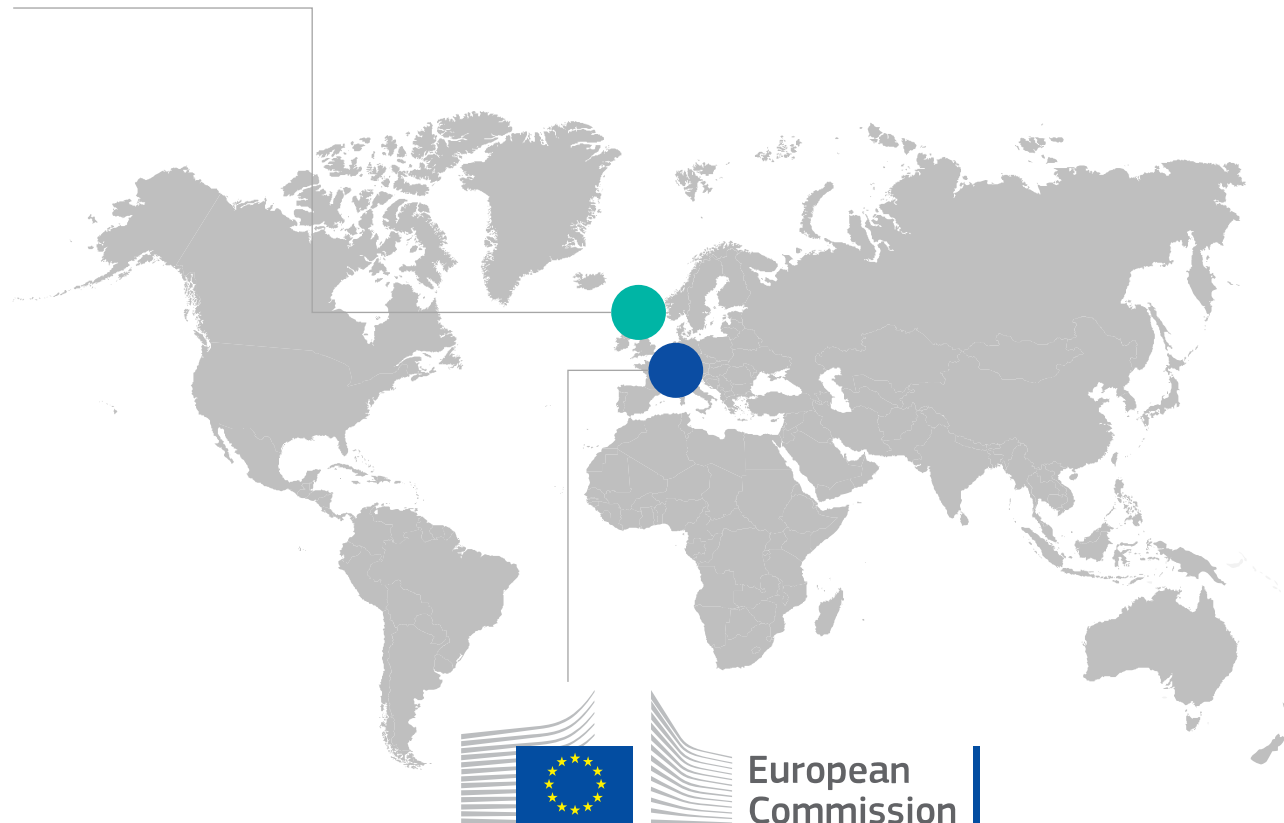
Medicines &  
Healthcare products  
Regulatory Agency

# Drug Market Watch

April 2025



“ UK's MHRA authorises GSK's **Blenrep** for multiple myeloma treatment [link](#) ”



“ European Commission Approved Subcutaneous DARZALEX® (**daratumumab**)-based **Quadruplet Regimen** for the Treatment of Patients with Newly Diagnosed Multiple Myeloma, Regardless of Transplant Eligibility [Link](#) ”

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# Drug Market Watch

May 2025



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EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

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# Drug Market Watch

June 2025



EUROPEAN MEDICINES AGENCY  
SCIENCE MEDICINES HEALTH

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