



Incite's 5 take-homes from ASH

And what this means for pharmaceutical companies in this space.

ASH highlighted the huge advances that are being made in blood cancer, at an unprecedented rate. How can pharmaceutical companies help physicians to navigate this increasingly complex space?



Our learnings

1 / Standing out in a sea of big players

What struck us most was how many interesting and ground-breaking abstracts there were in the ASH programme. We struggled to decide which to attend, and heard anecdotal feedback from physicians facing the same conundrum.

2 / Including bespoke and meaningful endpoints

In light of the increasingly crowded market, companies are thinking of more meaningful and specific ways to assess their products and differentiate from competitors, beyond efficacy data.

3 / Tapping into the value of real world data

Real world data has increased significance in the blood cancer space, partly due to trial populations typically being smaller than other therapy areas.

4 / Navigating increasingly complex landscapes

We heard physicians echo some of the challenges our clients are coming to us with – how to navigate the seemingly infinite possibilities of which treatments to combine (or not), in what order and in who.

5 / Balancing individualized treatment with pragmatism

More and more nuanced and individualized treatments are launching. However, this often comes with challenges in terms of time, access and cost.

Considerations for pharma

How can companies cut through the noise and ensure that their data and messages gain the attention they deserve?

How can companies ensure they are directing energy towards the most impactful, meaningful and differentiating endpoints?

What is the true impact of real world data and where does it resonate most?

How can companies provide guidance and support to ease physician decision making whilst maximizing product success?

How can companies help physicians strike the right balance between personalization and pragmatism? How can they help physicians overcome the perceived hurdles associated with this more individualized world?



Incite are experts in blood cancer

- We have experience across a range of blood cancers: MM, AML, CLL, FL, DLBCL, NHL
- With a variety of stakeholders
- Across the globe
- For a range of different business challenges

Contact us

Do any of these challenges resonate with you and your business? We can help you to build solutions and plans to answer these.

HealthTeam@incite-global.com

