



Hyperkalemia: Cardiology Perspective (US)

OVERVIEW

The hyperkalemia market underwent sweeping changes with the introduction of Relypsa's Veltassa in the beginning of 2016. Veltassa represented the first new therapy for the treatment of hyperkalemia in over 50 years. In 2017, a new competitor in AstraZeneca/ZS Pharma's ZS-9 may come into play, however the company has received 2 Complete Response Letters thus far.

RealTime Dynamix™: Hyperkalemia provides a detailed and timely look at how the hyperkalemia market is evolving with these new therapeutic options. The quarterly updates allow for close-quarters monitoring of key performance metrics, focused on industry contact rates, brand gains and losses, key launch metrics for Veltassa (and later Lokelma) and awareness of products in development. By incorporating fixed measures with variable content that is refreshed quarterly, **RealTime Dynamix™** enables you to react to changes in the market and capitalize on opportunities for your brand. The rapid field-to-insight turnaround, highly relevant content and unparalleled knowledge of the hyperkalemia market makes this an essential tool for companies competing in the space as well as those with near term plans to enter it.

SAMPLE & METHODOLOGY

Each quarter, ~100 US cardiologists participate in an online survey. Respondents may only participate in two surveys per year. Respondents are recruited from the Spherix Network, a proprietary group of over 900 clinical cardiologists. Our collaboration with this network leads to more engaged respondents resulting in higher quality output delivered quickly and frequently. Additionally, this provides an opportunity to easily revisit physicians who respond in a certain manner to get even more granular insight.

KEY QUESTIONS ANSWERED

- What are cardiology trial rates for Veltassa across outpatient/inpatient dialysis?
- For what patient types is Veltassa being used? How are clinicians differentiating Veltassa and SPS? Is Veltassa being prescribed chronically or acutely?
- What is the anticipated growth rate for Veltassa/ZS-9?
- What are the barriers to trial, adoption and increased growth of Veltassa?
- What are the perceived advantages and disadvantages of Veltassa?
- What is the unmet need for another agent to treat hyperkalemia?
- How familiar are cardiologists with Lokelma and RDX-7675 from Ardelyx?

Products Profiled

Commercial Products*:

Veltassa (Relypsa/Vifor Pharma)
Kayexalate, Kionex (Various Manufacturers)

*Brand names and trademarks of respective organizations

Pipeline Agents:

Lokelma (ZS Pharma, AstraZeneca)
RDX-7675 (Ardelyx)

Key Dates

- Q1 February
- Q2 May
- Q3 August
- Q4 November

*Note: a three day embargo is placed on delivery to non-manufacturers allowing clients time to digest the findings before public dissemination

Deliverables

- PowerPoint report
- Frequency Table & Summary Statistics
- On-site presentation
- Proprietary questions (for purchasers of the annual series)

Related Reports 2017

- RealTime Dynamix™: Hyperkalemia Nephrology Perspective US
- RealTime Dynamix™: Hyperkalemia EU
- RealTime Dynamix™: Renal Dietitians US
- RealWorld Dynamix™: Hyperkalemia US
- RealWorld Dynamix™: Dialysis US
- RealWorld Dynamix™: Chronic Kidney Disease US

Pricing

- \$26,500 single quarterly report
- \$89,500 annual series of four reports