RealTime Dynamix™: Rheumatoid Arthritis Q2 2017

Following an unfavorable recommendation from the FDA’s Arthritis Advisory Committee, it is unlikely that Janssen’s sirukumab will gain approval anytime in the near future. What was largely anticipated to be a three way battle amongst the IL-6 inhibitors has narrowed to a head to head competition between Actemra and the newly launched Kevzara.

Highlights from RealTime Dynamix™: Rheumatoid Arthritis Q2:

According to feedback gathered from 103 US rheumatologists, early adoption of Kevzara has been limited.

Although the vast majority of rheumatologists do intend to incorporate Kevzara into their RA treatment paradigm, differentiation from the well-established Actemra will be critical for future success.

98% Of surveyed rheumatologists anticipate future use of Kevzara within the next year

2% Of surveyed rheumatologists plan to NEVER use Kevzara

“Expensive, toxic. No advantage over Actemra”

“Just as dangerous as Actemra without any advantage over Actemra (IL-6 inhibition is my last choice)”

When respondents directly compared Kevzara to Actemra SC, the two IL-6 inhibitors perform nearly identically with regard to efficacy, onset of action, & monotherapy effectiveness.

Kevzara Versus Actemra SC

- Efficacy: 8% Kevzara performs better than Actemra SC, 81% Neutral, 11% Actemra SC performs better than Kevzara
- Onset of action: 4% Kevzara performs better than Actemra SC, 88% Neutral, 8% Actemra SC performs better than Kevzara
- Monotherapy effectiveness: 3% Kevzara performs better than Actemra SC, 90% Neutral, 7% Actemra SC performs better than Kevzara
Sales representative contact will likely be key, as significantly more rheumatologists who reported contact with a Kevzara representative plan to trial the newest biologic within the next three months compared to those who have not seen a representative.

In addition, if Sanofi/Regeneron are able to translate their aggressive pricing play into a formulary advantage over Actemra, uptake could be radically accelerated, as most rheumatologists report a strong willingness to prescribe Kevzara in place of Actemra if there is an economic benefit.

Kevzara’s Price and Usage

- 55% of those contacted by a Kevzara sales rep plan to trial the biologic in next 3 months
- 22% of those NOT contacted by a Kevzara sales rep plan to trial the biologic in next 3 months

Some advice for Sanofi/Regeneron from leading rheumatologists...

- “Differentiate it from the existing IL-6 inhibitor. Convince providers it offers clear advantages over existing agents”
- “Explain the uniqueness of the product, lower cost, good monotherapy data, and have robust support programs”
- “Continue to provide cost savings to the patient and insurers, as this will be the only way to prefer this drug over Actemra”
- “Get on the formularies quickly. List price difference could be meaningless unless they give a bigger kickback to the PBM than the others do”
- “Frequent contacts with physicians...educational materials, better coverage”

The next quarterly update, scheduled to field at the end of August, will continue to track the adoption of Kevzara and its impact on the existing RA market.