

Evolving Treatment Priorities in Hemophilia: Physician and Patient Perspectives on Convenience, Quality of Life, and the Emerging Role of Rebalancing Agents Across the US and EU5

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Background:

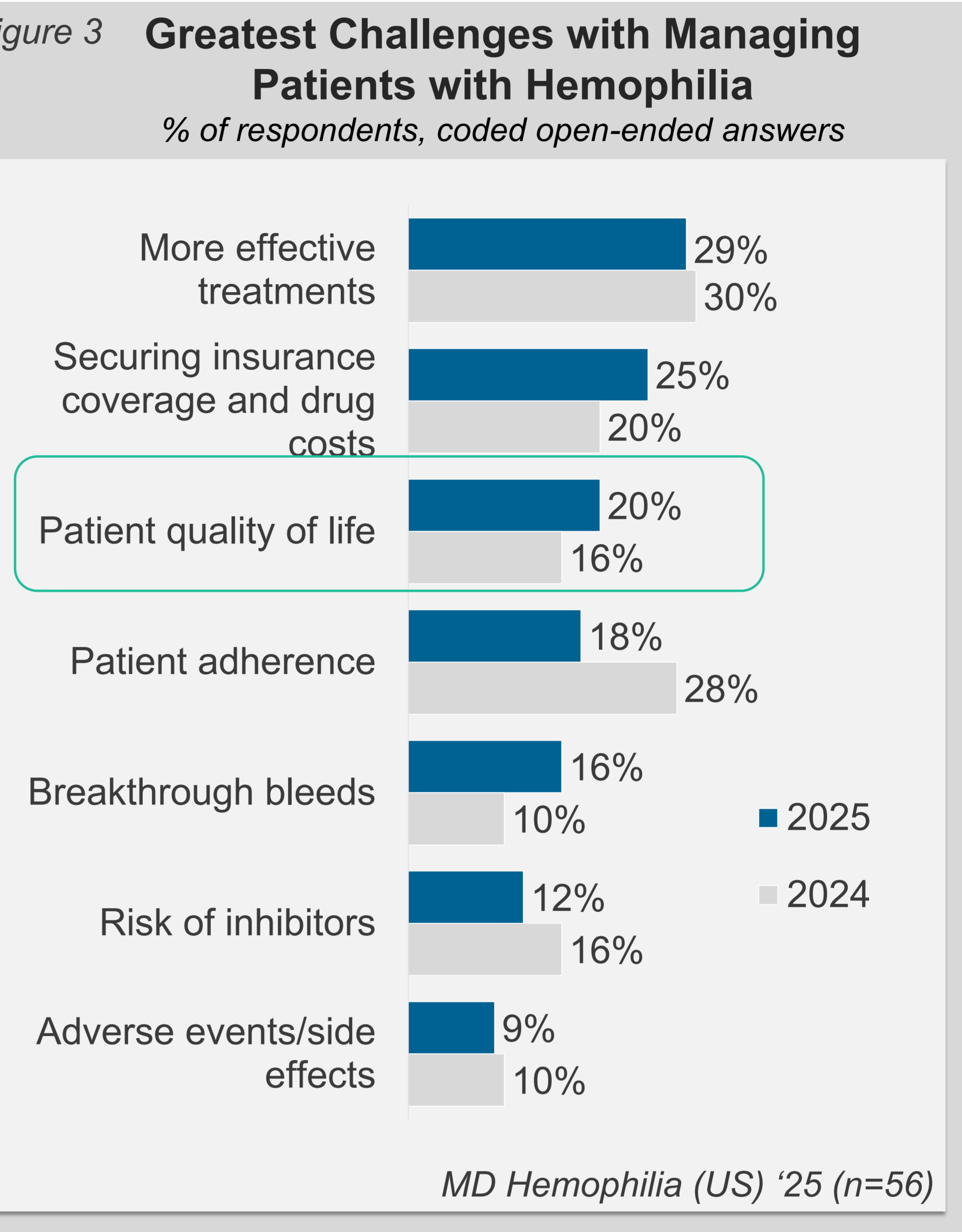
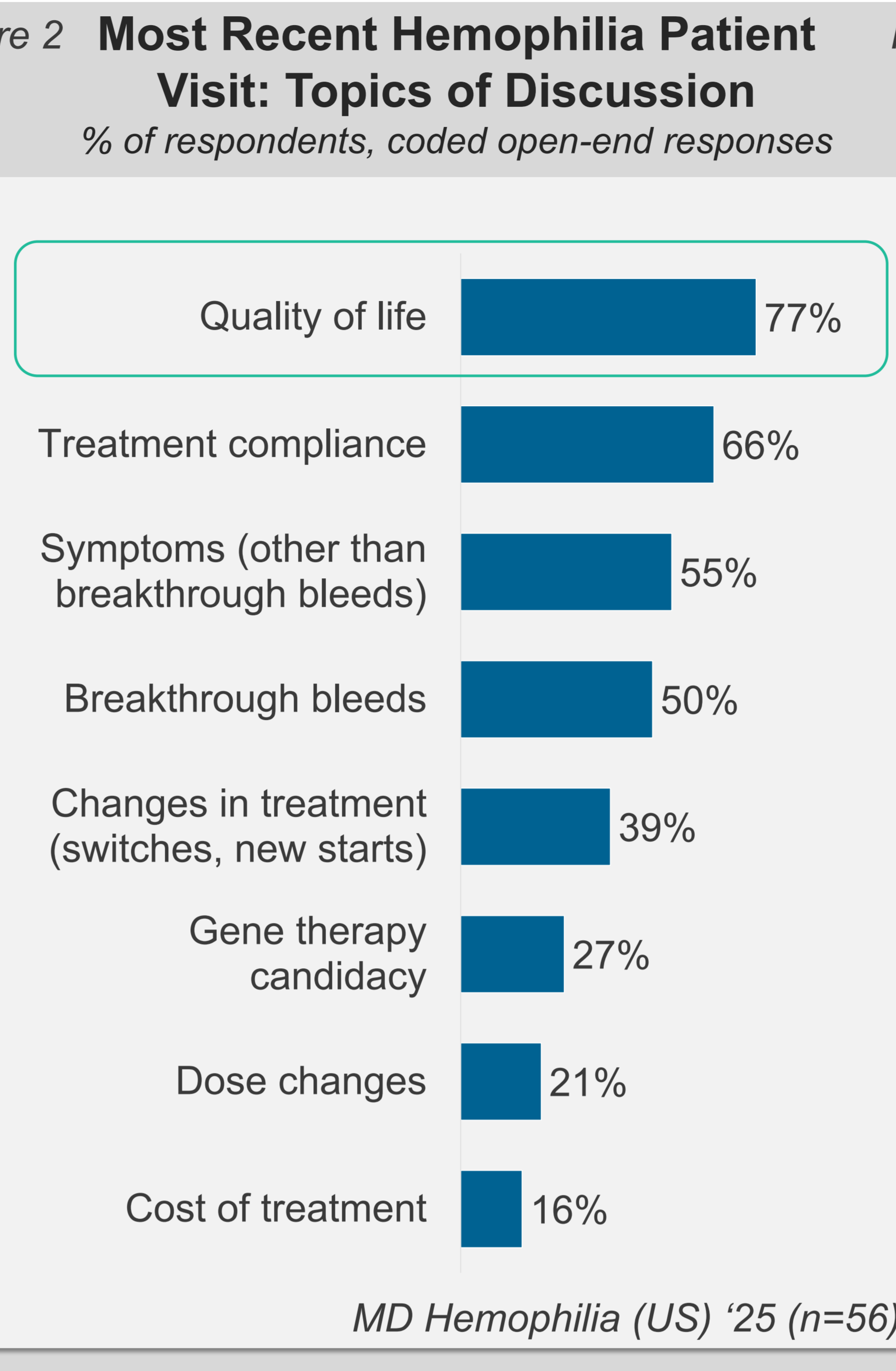
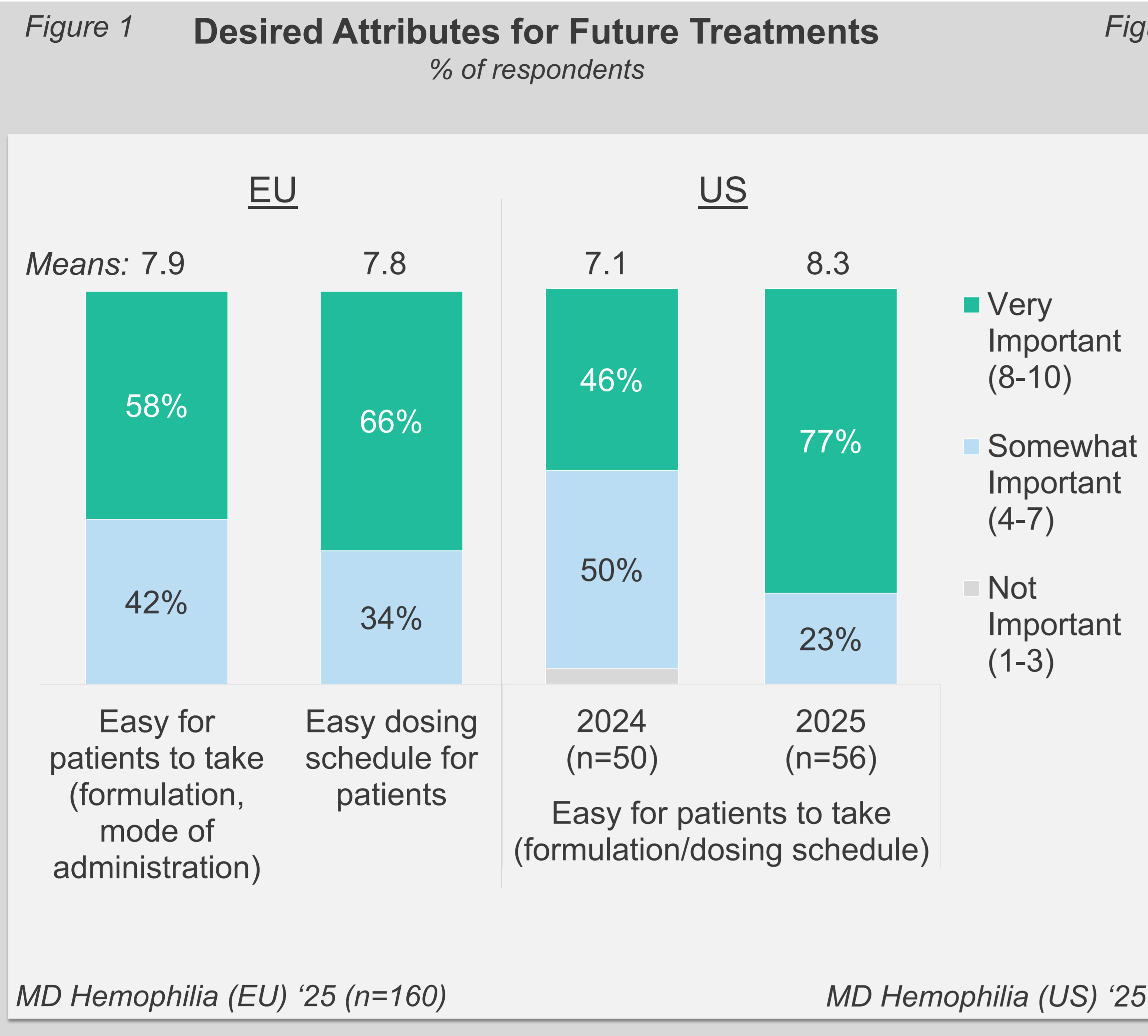
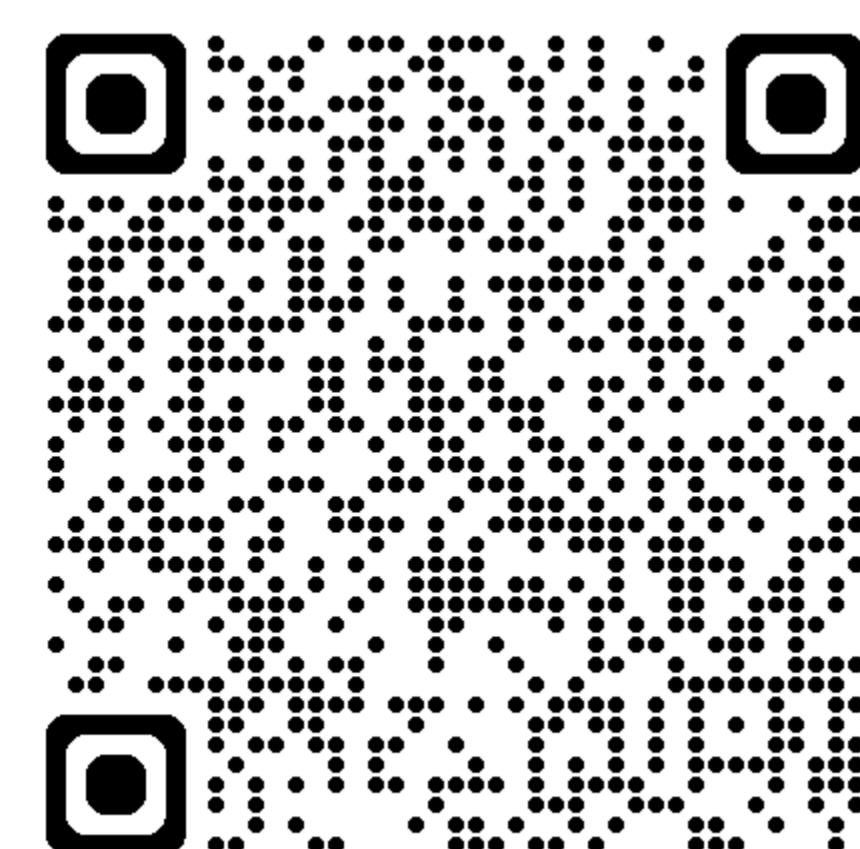
With multiple novel agents entering the hemophilia landscape, treatment priorities are shifting beyond bleed prevention toward holistic, patient-centered outcomes. Rebalancing agents such as fitusiran (Qfitlia), marstacimab (Hympavzi), and concizumab (Alhemo) have introduced opportunities to reduce treatment burden and better align with patient lifestyle and preference, marking a fundamental evolution in disease management.

Aims:

To examine physician perspectives across the US and EU5 on evolving treatment priorities, the growing influence of patient voice, and the impact of convenience attributes associated with rebalancing agents.

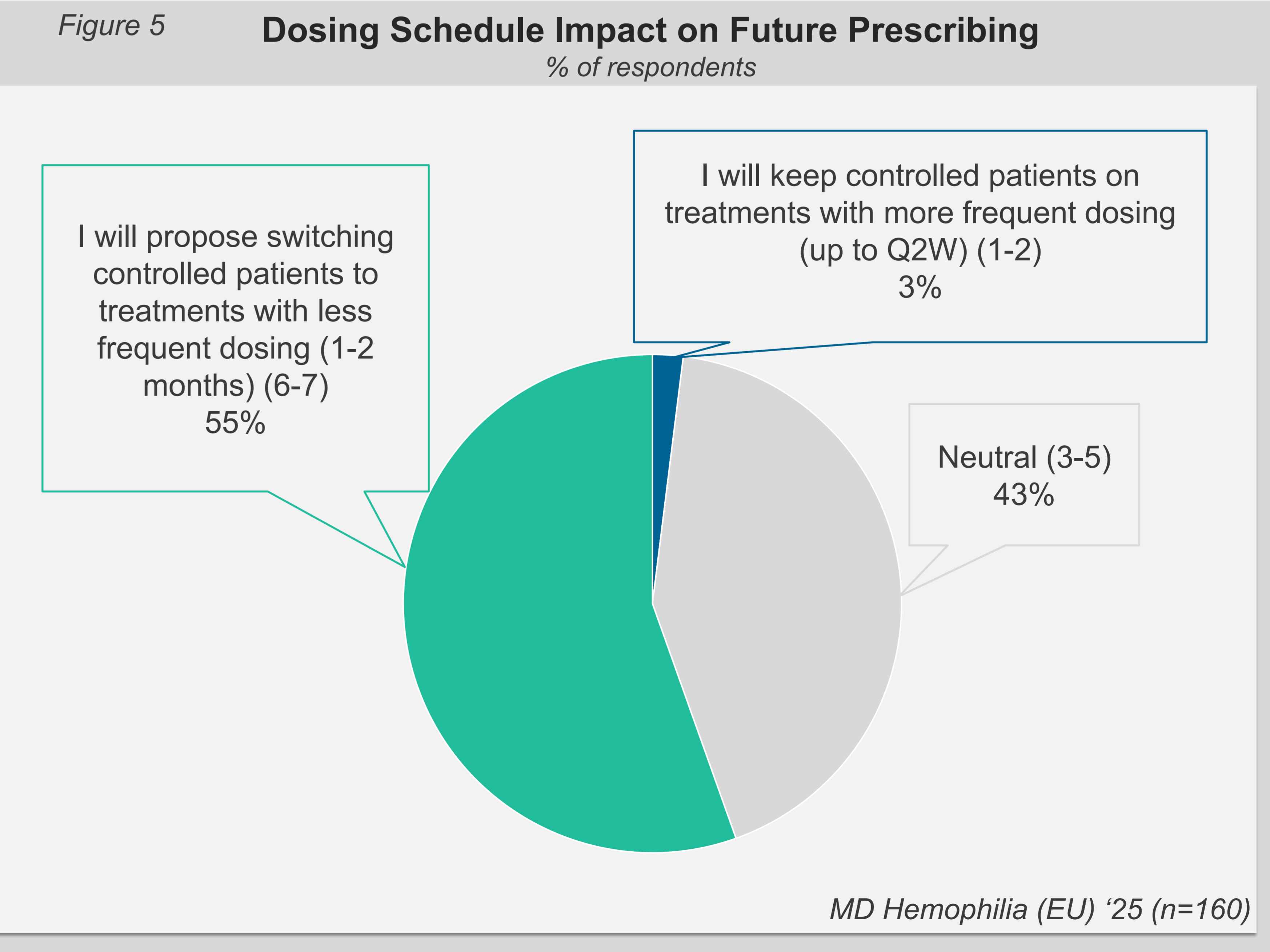
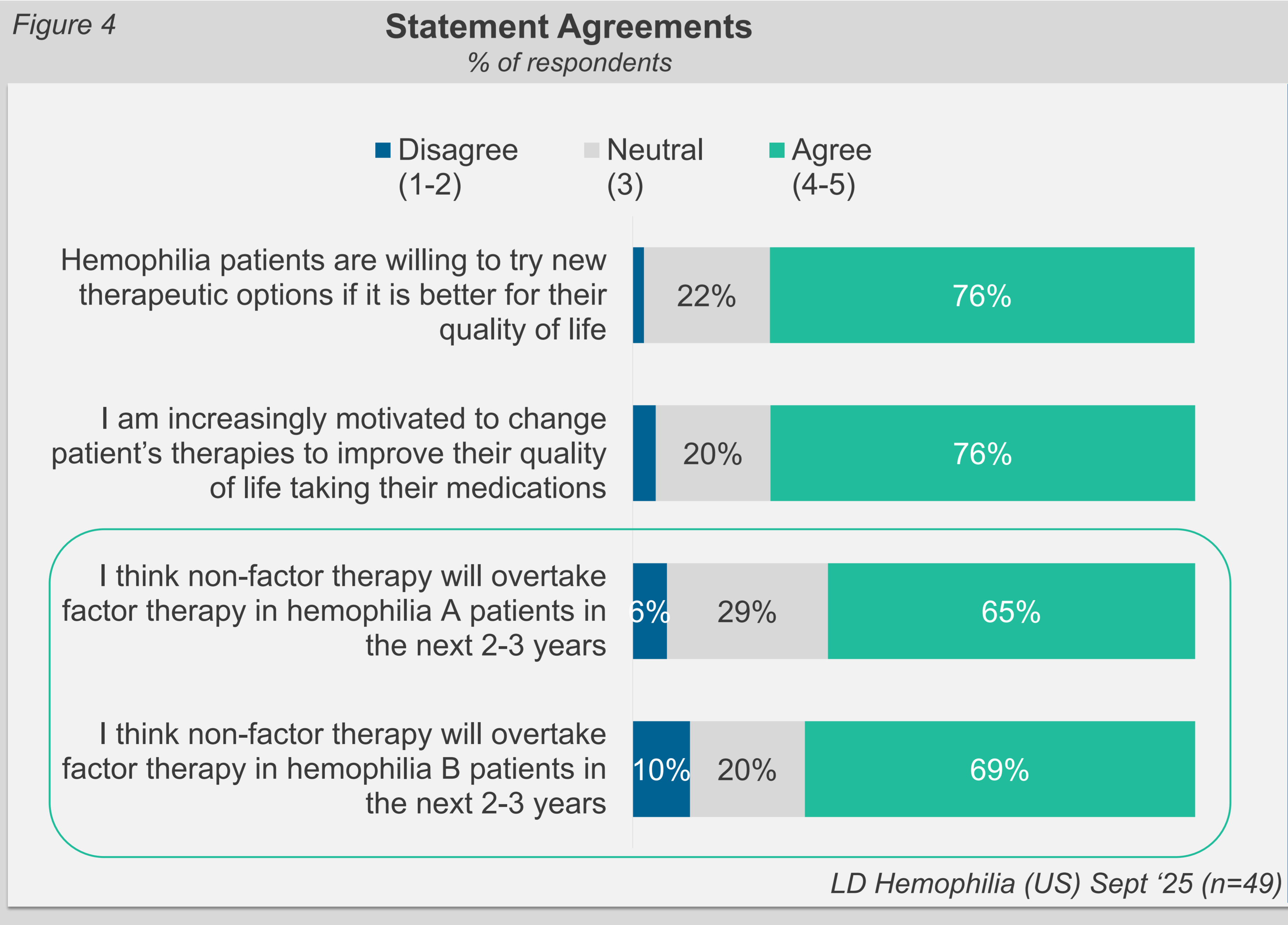
Methods:

Data were drawn from three independent Spherix Global Insights studies conducted in 2025: Market Dynamix™ Hemophilia (US) (n=56 hematologists), Market Dynamix™ Hemophilia (EU5) (n=160 hematologists across the UK, France, Germany, Italy, and Spain), and Launch Dynamix™ (US) (n=49 hematologists). Quantitative surveys and qualitative interviews explored management patterns, unmet needs, and drivers of adoption for recently approved or emerging rebalancing agents.



Results:

Across geographies, hematologists reported a marked increase in emphasis on quality of life and daily-life convenience in treatment selection. Over half of US and EU physicians cited treatment burden as a key determinant of therapy choice, with dosing frequency, administration route, and adherence challenges now ranked alongside efficacy. In the US, early adopters of fitusiran described substantial perceived reductions in treatment complexity, with projected patient use expected to triple within six months of launch. In Europe, enthusiasm for concizumab and marstacimab was strongest for inhibitor populations, though convenience attributes such as prefilled pens and subcutaneous delivery increasingly influenced broader patient groups. Familiarity and satisfaction with rebalancing agents rose steadily across both regions, reflecting growing clinical confidence and recognition of their alignment with patient-centric care.



Conclusions:

The emergence of rebalancing agents has accelerated a global paradigm shift toward shared decision-making and individualized care in hemophilia. As treatment expectations expand beyond bleed control to encompass lifestyle and mental well-being, convenience and patient voice have become defining measures of therapeutic success.

Disclosures:

Spherix Global Insights is an independent market intelligence firm and has received no industry funding to conduct and report on this study.

Acknowledgments:

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