Tumor Panel II: B-Cell Malignancies: Recent Advances, Remaining Challenges and Promising New Approaches
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Moderator:

Mike Rice, MS, MBA, Senior Consultant, Defined Health

Panelists:

- Omar Abdel-Wahab, MD, Hematologist/Oncologist, Memorial Sloan Kettering Cancer Center
- Stanley R. Frankel, MD, Adjunct Associate Professor of Medicine, Division of Hematology/Oncology, Columbia University College of Physicians and Surgeons
- William Grossman, MD, PhD, Therapeutic Area Lead, Oncology-Global Pharmaceutical R&D/Global Medical Affairs, AbbVie
- Thomas J. Kipps, MD, PhD, Evelyn and Edwin Tasch Chair in Cancer Research, Distinguished Professor & Deputy Director, Research Operations, Moores UCSD Cancer Center
B-Cell Malignancies Are a Heterogeneous Group of Lymphoproliferative Malignancies with Differing Patterns of Behavior and Responses to Treatment

More Than 25 Types of B-Cell Malignancies (2008 WHO Criteria)

Estimated new cases and deaths from NHL in the US in 2014:
- New cases: 70,800
- Deaths: 18,990
B-Cell Malignancies Are Far More Common and Somewhat Less Aggressive Than T-Cell Malignancies

NCI SEER Database Statistics
The approval of the anti-CD20 monoclonal antibody rituximab for the treatment of CD20+ follicular lymphoma and diffuse large B-cell lymphoma has undoubtedly been one of the most impactful events in the history of NHL drug development.

Indeed, the initial FDA approval of rituximab in 1997 coincides with the beginning of a clear decline in the mortality rate of NHL, which had been rising steadily over the previous 20 years (see graph at right).

Rituximab is typically used in combination with a polychemotherapy regimen such as R-CHOP.
The Combined B-Cell Malignancies Market Is Expected to Become One of the Largest Oncology Sectors

B-Cell Malignancy WW Sales By Indication 2005-2020

- Waldenström's
- ALL
- CLL
- NHL
2014 Marks an Inflection Point in the Value of the B-Cell Malignancies Market

Top 10 B-Cell Malignancy Products
WW Indication Sales 2005-2020

EvaluatePharma
Imbruvica Appears to Be on Its Way to Become the Fastest Growing Cancer Drug in Terms of U.S. Sales

- Ibrutinib was awarded Breakthrough Therapy designation and accelerated approval for previously treated CLL under the trade name Imbruvica in February 2014
  - The drug was first FDA approved for R/R MCL in November 2013, R/R CLL in Feb 2014, front-line 17p CLL in July 2014 and Waldenstroms in Jan 2015
  - Costs for CLL is estimates at $8,774/month, or $105,288/year
- 2014 Imbruvica revenue was $463MM, 2015 sales expected to exceed $1B
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