

MarketVue®

Anti-neutrophil cytoplasmic antibody (ANCA)-associated vasculitis

January 2023



MarketVue®: ANCA-Associated Vasculitis

UNDERSTAND THE ANCA-ASSOCIATED VASCULITIS MARKET

MarketVue market landscape reports combine primary (KOL interviews and survey data) and secondary market research to empower strategic decision-making and provide a complete view of the market.

Every **MarketVue** includes a disease overview, epidemiology (US and EU5), current treatment, unmet needs, pipeline and access and reimbursement chapter.

Methodology: Research is supported by 5 qualitative interviews with key opinion leaders, a quantitative survey with 26 U.S. physicians and secondary research. Qualitative interview participants included 3 Rheumatologists, 1 Nephrologist, and 1 Pulmonologist (all U.S.).

Geographies covered: United States plus epidemiology for EU5 (France, Germany, Italy, Spain, United Kingdom)

TOPICS COVERED

EPIDEMIOLOGY: Understand prevalence, diagnosed and drug-treated prevalence of the population and key market segments

CURRENT TREATMENT: Understand the treatment decision tree and strengths and weaknesses of current on-label and off-label treatment

UNMET NEEDS: Identify opportunities to address treatment or disease management gaps

PIPELINE ANALYSIS: Compare current and emerging therapy clinical development strategy; their performance on efficacy, safety, and delivery metrics; and their potential to address unmet needs

VALUE AND ACCESS: Review the evidence needed to assess and communicate value to key stakeholders (e.g., providers, payers, regulators) and learn what competitors have done or are doing

Why MarketVue?

- **PMR-Driven** – Insights informed by qualitative interviews and/or quantitative surveys
- **Senior Team** – Experienced team members (10+ years in pharma market research) lead the research
- **Strategic** – Delivered in a concise and strategic report template vetted by pharmaceutical industry professionals
- **Fresh** – New reports or report refreshes delivered in as little as 15 business days



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COMPANIES MENTIONED

- Amgen
- GlaxoSmithKline
- ChemoCentryx / Amgen
- Staidson (Beijing) Biopharmaceuticals Co., Ltd
- AstraZeneca

DRUGS MENTIONED

- Avacopan (Tavneos)
- Mepolizumab (Nucala)
- Rituximab
- Cyclophosphamide (Cytoxan)
- Azathioprine
- Mycophenolate mofetil
- Methotrexate
- Glucocorticoids
- Prednisone
- Benralizumab (Fasenra)
- Dupilumab (Dupixent)
- BDB-001
- Depemokimab

MarketVue®: ANCA-Associated Vasculitis

Table of Contents

1. DISEASE OVERVIEW	4 - 5
A heterogenous group of chronic, life-threatening, autoimmune disorders marked by inflammation of small-to-medium blood vessels	4
Figure 1.1. ANCA-associated vasculitis autoantibodies	4
Blocking neutrophil priming has a therapeutic role in AAV management	5
Figure 1.2. Pathogenesis of AAV and associated drug targets	5
2. EPIDEMIOLOGY & PATIENT POPULATIONS	6
Disease Definition	6
Figure 2.1. Diagnosed prevalent cases of ANCA-associated vasculitis by region	6
Table 2.1. Diagnosed prevalent and drug-treated patients in the US and EU5	6
3. DIAGNOSIS & CURRENT TREATMENT	7 - 16
Overview	7
Figure 3.1. Referral and diagnostic pathway for AAV patients	7
Steroid-free long-term disease remission is a difficult-to-achieve goal in AAV	8
Table 3.1. Treatment goals for AAV patients	8
Figure 3.2. Physician-reported percentage of ANCA-vasculitis patients receiving some form of drug therapy	8
Treatment flow for ANCA-associated vasculitis (AAV)	9
Immune suppression is the mainstay of care in both induction and maintenance phases	10
Figure 3.3. Physician-reported current treatment share for AAV patients	10
Figure 3.4. Physician-reported % of patients with refractory disease	10
Upsides and downsides of current AAV treatments	11
Relapse rates are high in AAV; over 15% of AAV patients do not achieve remission with current txs	12
Figure 3.5. Physician-reported proportion of AAV pts achieving different levels of disease responses	12
Table 3.2. Physician-reported remission and relapse patterns in AAV patients	12
Avacopan is viewed favorably by physicians for its oral dosing and quick steroid-tapering ability	13
Figure 3.6. Physician-reported experience with/impression of new AAV therapies	13
Physician perspectives on avacopan product attributes	14

MarketVue®: ANCA-Associated Vasculitis

Table of Contents

Key treatment dynamics that will shape disease management and drug use in AAV	15
Table 3.3. Must-know AAV treatment dynamics	15
Improvements over steroid-sparing ability and/or steroid-free remission is the future of AAV therapy	16
Figure 3.7. Improvement dynamics of AAV market evolution	16
4. UNMET NEED	17 - 18
Overview	17
Figure 4.1. Top Unmet Needs in ANCA-associated vasculitis	17
Figure 4.2. Physician-reported unmet needs in ANCA-associated vasculitis	17
Physician perspectives on unmet needs in AAV	18
5. PIPELINE ANALYSIS	19 - 21
Overview	19
Figure 5.1. Physician-reported perspectives on promising targets/mechanisms of action for AAV	19
Table 5.1. Comparison of targets within the terminal complement pathway	19
The pipeline for AAV is sparse with three therapies targeting the immune system	20
Table 5.2. Comparison of ongoing trials of therapies for ANCA-associated vasculitis	20
Physician perspectives on drug development in AAV	21
6. VALUE & ACCESS	22 - 23
Overview	22
Table 6.1. Current AAV therapy pricing, U.S.	22
Table 6.2. Typical U.S. commercial payer coverage of approved AAV therapies	22
The recently acquired Chemocentryx and GSK have laid a pathway to increase access	23
Table 6.3. The 3 P's of measuring access for new therapies entering the AAV market based on Tavneos	23
7. METHODOLOGY	24 - 25
Primary Market Research Approach	24
Epidemiology methodology	25

Meet the REACH Team



DANIELLE DRAYTON, PhD., Dr. Drayton is CEO and Founder of REACH Market Research. She is a seasoned business leader and pharmaceutical market researcher. Prior to founding REACH, Dr. Drayton led the Biopharma Market Assessment business at Decision Resources Group (DRG) comprised of market research, RWD analytics, and consulting business lines. In her 14 years at DRG, she worked with 48 of the top 50 pharmaceutical companies and countless biotech companies that involved exhaustive evaluation of unmet need, target product profiles, commercial potential and new product adoption, and company competitiveness. She also has extensive experience conducting product and market opportunity assessments, portfolio analysis, product and therapeutic area strategy, product valuation and sales forecasting, and pre-launch planning. Dr. Drayton completed a postdoctoral fellowship at the Harvard Medical School, received a Ph.D. in Immunobiology from Yale University, and earned a B.S. in Microbiology and Immunology from the University of Miami (Florida).



MELISSA CURRAN is the Director of Product Management at REACH. Melissa has over 10 years of life sciences market research and consulting experience spanning from bespoke strategy consulting to syndicated market research product development and management. Prior to joining REACH, she worked at Decision Resources Group (DRG) for 7 years assisting pharmaceutical and biotechnology commercial teams across the product lifecycle to inform strategic decision making. Melissa is particularly passionate about new product planning and portfolio management, especially in the rare disease space where data can be scarce, and decision-making can be challenging. Specific types of strategic assessments Melissa specializes in include market landscape assessments, commercial opportunity assessment, patient journey mapping, product positioning and TPP optimization, portfolio prioritization, and competitive intelligence. She also has extensive experience working across various market research methodologies including qualitative interviews, quantitative surveys, patient chart audits, real world claims and EHR data, conjoint analysis and secondary research. Melissa received her bachelor's degree in Biology and minor in Business from Providence College.



MICHAEL HUGHES, MSc, Ph.D., Dr. Hughes is the Director of Research at REACH. He has worked in academia, regulatory affairs (NICE) and in RWE and epidemiology consultancies, leading the global epidemiology team at Clarivate (previously Decision Resources Group) for many years. Over that period, he has built numerous new approaches to epidemiological forecasting and imputation, which now form industry best-practice. He has built syndicated and custom epidemiological models and forecasts for many blockbuster drugs across many therapeutic areas, often using a hybrid approach sourcing data from multiple types of dataset and primary market research. He has recently worked on projects in prostate cancer, amyloidosis, anaphylaxis and multi-drug resistant UTIs, among others. He has supported the needs of both big pharma, including Novartis, GSK and Johnson and Johnson, as well as smaller companies and biotechs.

Meet the REACH Team



TYLER JAKAB, MPH is an analyst at REACH Market Research. He is responsible for conducting both primary and secondary market research regarding rare disease therapies to be integrated into market research reports for life science clients. Tyler is a recent graduate of Boston University School of Public Health where he obtained an MPH in Epidemiology of Biostatistics. Prior to joining REACH, he held roles in which he was responsible for health policy analysis, tobacco control research, and health communication. He has extensive experience in data analysis, as well as manuscript and report writing. Tyler also earned a BS in Psychology and Anthropology from the University of North Carolina at Chapel Hill.



BAYLEY KOOPMAN is a Research Associate at REACH Market Research. At REACH, Bayley supports both primary and secondary market research through literature reviews and working with qualitative data. He recently graduated from Tufts University with a B.S. in Biology where he studied the interdisciplinary OneHealth approach for public health and the environment. During this time, Bayley founded an early-stage consumer product startup, which became a finalist team in two consecutive Tufts University Entrepreneurship Pitch Competitions. Prior to joining REACH, Bayley also held roles in regulatory affairs in the rare-disease pharmaceutical industry and veterinary practice.



BRIANA MULLINS is a current PhD student At NYU School of Medicine studying the immunological progression of disease in psoriatic arthritis. She currently does both laboratory research and computational biology. Previously she earned her undergraduate degree in Biochemistry at New York University (NYU) and worked in the Blaser Lab studying the human microbiome. She also received an MSc. in Population Health at the University College London (UCL) and conducted antibiotic prescription research using the UK THIN Database. Before starting her PhD Briana worked at Decision Resources Group as an Associate Epidemiologist.