

MarketVue®

Bullous Pemphigoid

February 2023



MarketVue®: Bullous Pemphigoid

UNDERSTAND THE BULLOUS PEMPHIGOID 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 4 qualitative interviews with key opinion leaders (U.S. Dermatologists), a quantitative survey with 25 U.S. physicians and secondary research.

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

- Regeneron
- Sanofi
- AstraZeneca
- Argenx
- AKARI Therapeutics
- Immune Pharmaceuticals

DRUGS MENTIONED

- Corticosteroids
- Tetracycline
- Rituximab (Rituxan)
- Omalizumab (Xolair)
- Dupilumab (Dupixent)
- Benralizumab (Fasenra)
- Doxycycline
- Dapsone
- Niacinamide
- Minocycline
- Azathioprine
- Mycophenolate
- Methotrexate
- Cyclosporine
- IVIg (Panzyga)
- Efgartigimod
- Nomacopan
- Prednisone
- Bertilimumab
- Mycophenolate mofetil (Mycophenolate)

MarketVue®: Bullous Pemphigoid

Table of Contents

1. DISEASE OVERVIEW	5 - 6
A rare, progressive autoimmune disease causing blistering of the skin and mucous membranes	5
Table 1.1. Select diagnostic features of patients presenting with Pemphigus Vulgaris and Pemphigus Foliaceus	5
Underlying pathophysiology dictates current and future targets for therapy	6
Figure 1.1. The pathophysiology of pemphigus	6
2. EPIDEMIOLOGY & PATIENT POPULATIONS	7
Disease Definition	7
Figure 2.1. Diagnosed prevalent cases of BP by region	7
Table 2.1 Diagnosed incident, prevalent, and drug-treated patients in the US and EU5	7
3. DIAGNOSIS & CURRENT TREATMENT	8 - 18
Diagnosis Overview	8
Figure 3.1. Diagnostic pathway for bullous pemphigoid patients	8
Once patients reach a physician familiar with bullous pemphigoid, diagnostic testing for auto-antibodies is standard	9
Figure 3.2. Dermatologist-reported percentage of bullous pemphigoid patients misdiagnosed/not diagnosed in a timely manner	9
Figure 3.3. Percentage of bullous pemphigoid patients in each severity category	9
Figure 3.4. Percentage of bullous pemphigoid patients in each age category (years)	9
Achieving complete response off long-term corticosteroid treatment is the ultimate goal	10
Figure 3.5. Surveyed U.S. dermatologist bullous pemphigoid patient load	10
Table 3.2. Treatment goals for bullous pemphigoid	10
Figure 3.6. Dermatologist-reported proportion of bullous pemphigoid patients currently treated with drug therapy	10
Treatment flow for bullous pemphigoid	11
While there is no standard approach to treatment, corticosteroids are the mainstay of treatment	12
Figure 3.7. Dermatologist-reported current treatment share for bullous pemphigoid	12
Figure 3.8. Dermatologist-reported BP patients' response to treatment	12
Bullous pemphigoid has periods of higher activity and remission that wax and wane	13
Table 3.3. Key terms to know for bullous pemphigoid	13
Figure 3.9. Dermatologist-reported proportion of BP patients achieving different disease responses	13

MarketVue®: Bullous Pemphigoid

Table of Contents

Upsides and downsides of current bullous pemphigoid treatments	14
Physician perspectives on current treatment regimens	15
Table 3.4. KOL insights on current regimens	15
Key treatment dynamics that shape disease management and drug use in bullous pemphigoid	16
Figure 3.10. Dermatologist-reported % of BP patients not well-managed by current treatments	16
Table 3.5. Must-know bullous pemphigoid treatment dynamics	16
Figure 3.11. Dermatologist ranking of attribute importance as an outcome in a pivotal trial	16
Key treatment dynamics that shape disease management and drug use in bullous pemphigoid	17
Figure 3.12. Dermatologists' perceptions of aspects of bullous pemphigoid treatment versus pemphigus	17
There is large opportunity for corticosteroid-sparing therapies that are just as effective as prednisone	18
Figure 3.13. Important dynamics of bullous pemphigoid market evolution	18
4. UNMET NEED	19 - 20
Overview	19
Figure 4.1. Dermatologist-reported unmet needs in bullous pemphigoid	19
Physician insights on the most urgent unmet needs for pemphigoid	20
5. PIPELINE ANALYSIS	21 - 23
Overview	21
Figure 5.1. Key differences in efgartigimod trials in pemphigus vulgaris/foliaceus and bullous pemphigoid	21
Table 5.1. Comparison of ongoing trials of therapies for bullous pemphigoid	22
Physician insights on the pemphigoid pipeline	23
6. VALUE & ACCESS	24 - 25
Overview	24
Table 6.1. Bullous Pemphigoid therapy pricing, U.S.	24
Figure 6.1. Bullous pemphigoid patients by insurance type	25
Table 6.2. Typical U.S. commercial payer coverage of Rituximab for pemphigus patients (United Healthcare, Aetna, BlueCross BlueShield, Cigna)	25
7. METHODOLOGY	26 - 27
Primary Market Research Approach	26
Epidemiology methodology	27

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.



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Meet the REACH Team



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