

MarketVue®

# Long QT Syndrome

October 2023



# MarketVue®: Long QT Syndrome

## UNDERSTAND THE LONG QT SYNDROME MARKET

**MarketVue** market landscape reports combine primary (KOL interviews) 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 10 qualitative interviews with key opinion leaders and secondary research. Qualitative research participants included 10 U.S. Cardiac Electrophysiologists or Cardiologists (including adult and pediatric providers).

**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

- Thryv Therapeutics
- Vertex

## DRUGS MENTIONED

- LQT-1213
- Lumacaftor / Ivacaftor (Orkambi)

# MarketVue®: Long QT Syndrome

## Table of Contents

<b>1. DISEASE OVERVIEW</b>	<b>5</b>
LQTS subtypes	5
Table 1.1. Comparison of the three most common LQTS subtypes	5
<b>2. EPIDEMIOLOGY &amp; PATIENT POPULATIONS</b>	<b>6 - 7</b>
Disease definition	6
Figure 2.1. Diagnosed prevalent cases of LQTS by region	6
Incidence of LQTS	6
Prevalence of LQTS	6
Diagnosis and drug treatment rates	6
Table 2.1 Diagnosed incident and prevalent LQTS cases in the US and EU5	6
Most common subtypes of LQTS	7
Figure 2.2. Proportion of LQTS patients with the three most common subtypes	7
Table 2.2. Description of LQTS subtypes	7
<b>3. DIAGNOSIS &amp; CURRENT TREATMENT</b>	<b>8 - 15</b>
Diagnosis overview	8
Figure 3.1. Diagnosis flow of LQTS patients	8
Risk stratification is an important prognostic tool for LQTS	9
Figure 3.2. Factors considered in patient risk status	9
LQTS has evolved from an often-deadly diagnosis to a chronically managed condition	10
Treatment overview	10
Figure 3.3. Treatment goals for LQTS – physician versus patient priorities	10
Treatment flow for LQTS	11
Figure 3.4. Treatment algorithm for LQTS	11
Comparison of approved treatments for LQTS	12
Figure 3.5. Comparison of approved treatments for LQTS	12
Opportunity for better treatments exist for certain groups of high-risk or intolerant patients	13
Figure 3.6. KOL estimates of the proportion LQTS patients that are poorly managed	13

# MarketVue®: Long QT Syndrome

## Table of Contents

Table 3.1. Standard of care – upside and downside	13
Disease burden and key treatment dynamics that shape disease management in LQTS	14
Table 3.2. Must-know LQTS treatment dynamics for now and the future	14
No significant changes are anticipated to disrupt the LQTS market in the foreseeable future	15
Figure 3.7. Important dynamics of LQTS market evolution	15
<b>4. UNMET NEED</b>	<b>16 - 17</b>
Overview	16
Figure 4.1. Top unmet needs in LQTS	16
High unmet need patient types	17
<b>5. PIPELINE ANALYSIS</b>	<b>18 - 21</b>
Looking backward	18
Looking forward	18
Figure 5.1. Evolution of pharmaceutical targets for LQTS	18
There is only one industry sponsored clinical trial in LQTS	19
Table 5.1. Comparison of active trials for LQTS	19
Physician insights on various potential LQTS therapies	20
Opportunity for novel therapy in LQTS	21
<b>6. VALUE &amp; ACCESS</b>	<b>22 - 23</b>
Overview	22
Table 6.1. Comparison of treatment pricing, U.S.	22
Pricing analogue; camzyos (mavacamten) for hypertrophic cardiomyopathy	23
Table 6.2. Typical U.S. commercial payer coverage	23
<b>7. METHODOLOGY</b>	<b>24 - 25</b>
Primary Market Research Approach	24
Epidemiology Methodology	25
Long QT Syndrome Disease Definition	25
Long QT Syndrome Incidence Estimates	25

# MarketVue®: Long QT Syndrome

## Table of Contents

<b>7. METHODOLOGY (cont'd.)</b>	<b>24 - 25</b>
Long QT Syndrome Prevalence Estimates	25
References	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



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