

MarketVue®

# Palmoplantar Pustulosis (PPP)

January 2022



# MarketVue®: Palmoplantar Pustulosis

## UNDERSTAND THE PALMOPLANTAR PUSTULOSIS 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 6 qualitative interviews with key opinion leaders (3 U.S. dermatologists, 2 German dermatologists, and 1 UK dermatologist), a quantitative survey with 27 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

- AnaptysBio
- Boehringer Ingelheim
- Novartis
- Aristea Therapeutics
- Janssen
- Kyowa Kirin
- AbbVie
- Amgen
- CSL Behring
- Inmagene
- National Institute of Arthritis and Musculoskeletal and Skin Diseases (NIAMS)
- KHK
- Regeneron
- Eli Lilly
- Maruho

## DRUGS MENTIONED

- Acitretin
- Methotrexate
- Cyclosporine
- Etanercept (Enbrel)
- Adalimumab (Humira)
- Ixekizumab (Taltz)
- Brodalumab (Siliq, Kyntheum, Lumicef)
- Apremilast (Otezla)
- Ustekinumab (Stelara)
- Guselkumab (Tremfya)
- Risankizumab (Skyrizi)
- Imsidolimab
- Spesolimab (Spevigo)
- Secukinumab (Cosentyx)
- RIST4721
- CSL324
- Anumigilimab
- IMG-008
- REGN 6490
- Anakinra
- LY3041658
- Maxacalcitol

# MarketVue®: Palmoplantar Pustulosis

## Table of Contents

|  |               |
|--|---------------|
| <b>1. DISEASE OVERVIEW</b>   | <b>5 – 7</b>  |
| A recurrent inflammatory disorder causing pustules on the hands and feet                     | 5             |
| Figure 1.1 – Conditions related to PPP   | 5             |
| Disease pathogenesis   | 6             |
| Figure 1.2 – Autoimmune and autoinflammatory drivers of PPP disease pathogenesis             | 6             |
| Figure 1.3 – Treatments effective in psoriasis are not effective in PPP                      | 6             |
| PPP is a distinguishable disease   | 7             |
| Figure 1.4. Clinical and genetic differences between pustular psoriasis subtypes             | 7             |
| <b>2. EPIDEMIOLOGY &amp; PATIENT POPULATIONS</b>   | <b>8</b>      |
| Disease definition   | 8             |
| Figure 2.1 – G6 prevalent cases of PPP by region   | 8             |
| Table 2.1 – Prevalent and drug-treated populations of PPP in the U.S. and EU5                | 8             |
| <b>3. CURRENT TREATMENT</b>  | <b>9 – 18</b> |
| Overview   | 9             |
| Figure 3.1 – Treatment goals for PPP   | 9             |
| Standard of care   | 9             |
| Figure 3.2 – Current treatment patient share   | 9             |
| TNF inhibitors and IL-17 inhibitors are the most commonly used biologics in PPP              | 10            |
| Figure 3.3 – Dermatologist-reported biologic use in PPP patients by drug class               | 10            |
| Figure 3.4. Percentage of PPP patients who proceed from first-line to a second-line biologic | 10            |
| Figure 3.5 – Dermatologist preferred second-line biologic                                    | 10            |
| Dermatologists choose biologics that are effective in psoriasis                              | 11            |
| Treatment decisions for PPP  | 12            |
| Figure 3.6 – Treatment algorithm for PPP   | 12            |
| Dermatologists tend to categorize PPP as a form of psoriasis                                 | 13            |
| Figure 3.7 – Dermatologists' opinion on the relationship between PPP and psoriasis           | 13            |
| Figure 3.8. Evolution of PPP as a distinct indication  | 13            |
| Current PPP treatment options are minimally effective  | 14            |
| Table 3.1 – Upside and downsides of currently off-label PPP treatments                       | 14            |
| Current treatment options have their limitations   | 15            |

# MarketVue®: Palmoplantar Pustulosis

## Table of Contents

|   |                |
|---|----------------|
| Key treatment dynamics that shape disease management and drug use   | 16             |
| Table 3.2 – Must-know PPP treatment dynamics for now and the future   | 16             |
| Figure 3.9 – Percentage of PPP patients who are not achieving satisfactory outcomes with current treatments | 16             |
| PPP has a severe psychosocial and quality of life impact on patients  | 17             |
| Figure 3.10 – Dermatologists’ rating of the impact of PPP on patients                                       | 17             |
| First approved therapies for PPP likely to be label expansions  | 18             |
| Figure 3.11 – Important dynamics of PPP market evolution  | 18             |
| <b>4. UNMET NEED</b>  | <b>19 – 20</b> |
| Overview  | 19             |
| Top unmet needs in PPP  | 19             |
| Figure 4.1 – Dermatologist-reported unmet needs in PPP  | 19             |
| Physician perspectives on unmet needs in PPP  | 20             |
| Figure 4.2 – U.S. dermatologists ranking of the need for new treatments in dermatology                      | 20             |
| <b>5. PIPELINE ANALYSIS</b>   | <b>21 – 24</b> |
| Drug development for PPP  | 21             |
| Figure 5.1 – Number of clinical stage therapies addressing unmet needs in PPP                               | 21             |
| Figure 5.2 – Percent of U.S. dermatologists rating PPP emerging therapy target as “promising”               | 21             |
| Opinions are mixed on which MOA is the most promising   | 22             |
| Summary of clinical-stage emerging PPP therapies  | 23             |
| Table 5.1 – Emerging PPP therapies, Phase 1 to Phase 3  | 23             |
| Competitor pipeline overview  | 24             |
| Figure 5.3. – Current pipeline shows several therapies in varying stages of development                     | 24             |
| <b>6. VALUE &amp; ACCESS</b>  | <b>25 – 27</b> |
| Overview  | 25             |
| Table 6.1 – Current therapy pricing, US 2021  | 25             |
| Biologics require prior authorization on commercial insurance plans   | 26             |
| Figure 6.1 – Reimbursement and Access considerations for emerging therapies in PPP                          | 26             |
| Medicare reimbursement stands to be a high barrier for patient access to novel PPP therapies                | 26             |
| Regulatory considerations in PPP  | 27             |
| Figure 6.2. – Key regulatory factors in PPP   | 27             |

# MarketVue®: Palmoplantar Pustulosis

## Table of Contents

### **7. METHODOLOGY**

**28 – 29**

Primary market research approach

28

Epidemiology methodology

29

Disease overview

29

# 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.