Evaluating Perceptions of Ofatumumab in Multiple Sclerosis via Social Media Listening – Early 3 Months Post Approval Data

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Background

- Ofatumumab (Kesimpta), a fully human anti–CD20 monoclonal antibody (mAb) and B–cell therapy, demonstrated positive efficacy and safety results in Phase III ASCLEPIOS I and II studies. Based on these results, Kesimpta was approved by the US FDA in August 2020 for relapsing MS.
- The study aimed to understand patient–reported outcomes and clinician experience with ofatumumab and other MS drugs in the real-world.

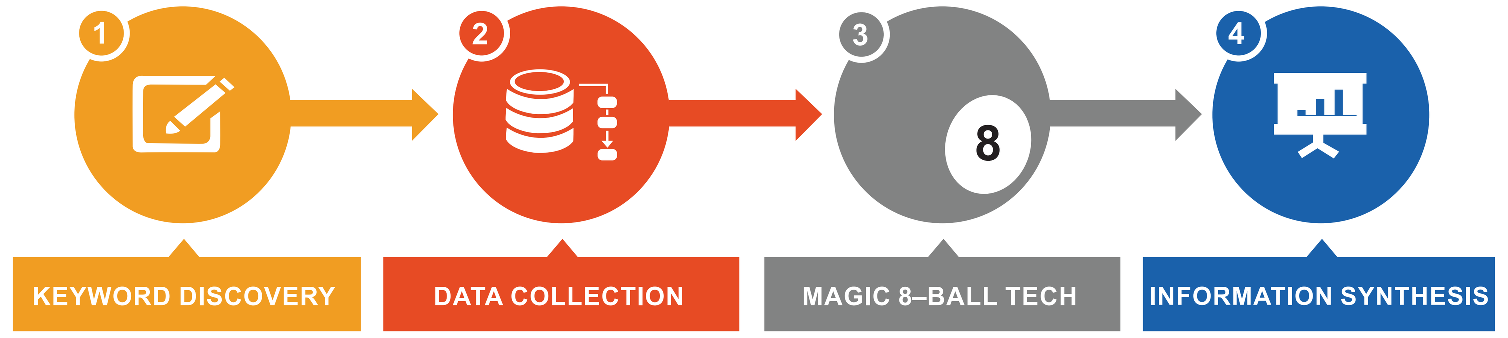
Objectives

- The objective was to understand the perceptions and sentiments of stakeholders (patients, healthcare providers [HCPs], payers, advocacy groups) for Kesimpta, in the US in the first 3 months of its availability in the real–world as a treatment for MS.

Methods

- This was an audience research study conducted via social media listening through open social media platforms such as Twitter, blogs, forums, Facebook, and Instagram.
- Search analysis was undertaken using Google. **Figure 1** presents the detailed methodology of the search analysis and data selection.
- Representative keyword samples capturing all possible variations of search behavior were used for “multiple sclerosis” and treatments including
  - Orals: (“Gilenya” OR “fingolimod” OR “Tecfidera” or “dimethyl fumarate” OR “Aubagio” OR “teriflunomide” OR “siponimod” OR “mayzent” OR “mavenclad” OR “cladribine” OR “vumerity” OR “diroximel fumarate” OR “ozanimod” OR “zeposia”)
  - Infusions: (“lemtrada” OR “alemtuzumab” OR “Tysabri” OR “natalizumab” OR “ocrevus” OR “ocrelizumab” OR “mitoxantrone”)
  - Injectables: (“rebif” OR “betaseron” OR “extavia” OR “avonex” OR “plegridy” OR “copaxone” OR “glatopa”)
  - Pipeline: (“ponesimod” OR “laquinimod” OR “qizenday” OR “ibudilast” OR “ublituximab” OR “mastinib” OR “masitinib”)
  - KESIMPTA: (“ofatumumab” OR “KESIMPTA” OR “ofa”)

Figure 1: Search Analysis Data Selection & Methodology



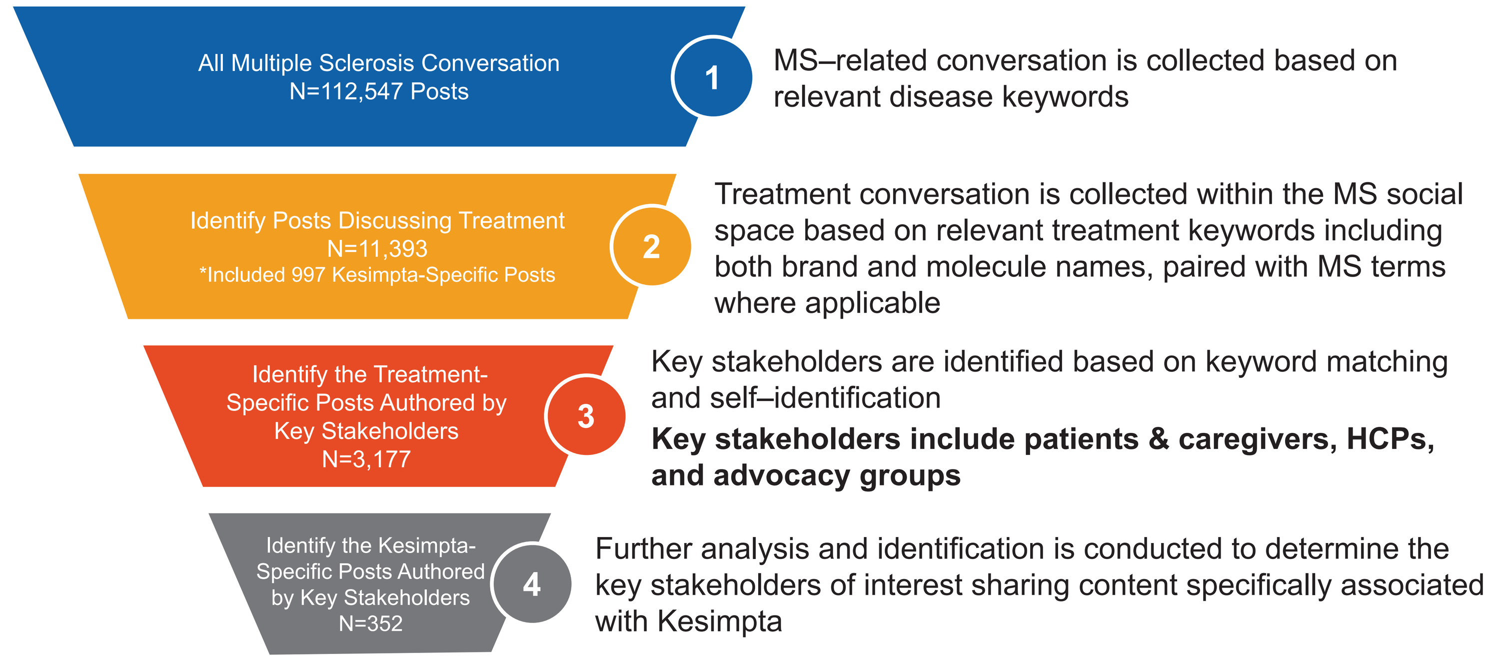
- Leveraging existing data, social insights, and a team of in-house healthcare SMEs, **representative keyword samples are captured to address all possible variations of search behavior** associated with the area of interest.
- Search technology that **provides a complete matrix of top search results for all keywords in a given set.** This holistic approach ensures a scientifically defensible picture of search media landscapes.
- A unique magic 8-ball technology was used to **quantify different search intents based on frequency and competitiveness** leading to an intricate, actionable and content landscape. It used contents to form keyword relationship by analyzing the overlap between keyword phrases that disclosed search intents behind them.
- **Relevant, specific insights and recommendations** specific to the disease space and treatment competitive space were developed.

- MS patients, caregivers, HCPs, advocacy groups, and MS societies/organizations social media conversations mentioning specific search terms within the 3 months post-launch period (August 2020 – November 2020) were included. Key focus included:
  - advantages of Kesimpta perceived by stakeholders,
  - overall sentiment of the stakeholders on usage of available MS treatment options (Kesimpta and other approved DMTs in the US),
  - drivers of adoption of/switching to Kesimpta were assessed using the conversations from key stakeholders.

Results

- Overall, 112,547 MS–related posts were identified through social media. Through a systematic analysis, 3,177 posts were identified which were authored by the stakeholders (i.e. patients & caregivers, HCPs, and advocacy groups) of which 352 posts were Kesimpta specific. The flow diagram for identification process is summarised in **Figure 2.**

Figure 2: Flow diagram



Advantages to Kesimpta

- Major themes viewed as advantages to Kesimpta across all stakeholders were route of administration, mechanism of action, and efficacy profile **(Figure 3).**
- Advantages to Kesimpta included a self-administered treatment option that could be delivered in the comfort of home, especially in the midst of the COVID–19 pandemic. This was discussed across 50% of posts by patients, 34% of posts by HCPs, and 49% of posts by advocacy groups **(Figure 4).**
- Kesimpta was further noted for having a favorable safety profile with little–to–no side effects, including at the injection site.

Figure 3: Advantages to Kesimpta by key stakeholders during August – November 2020

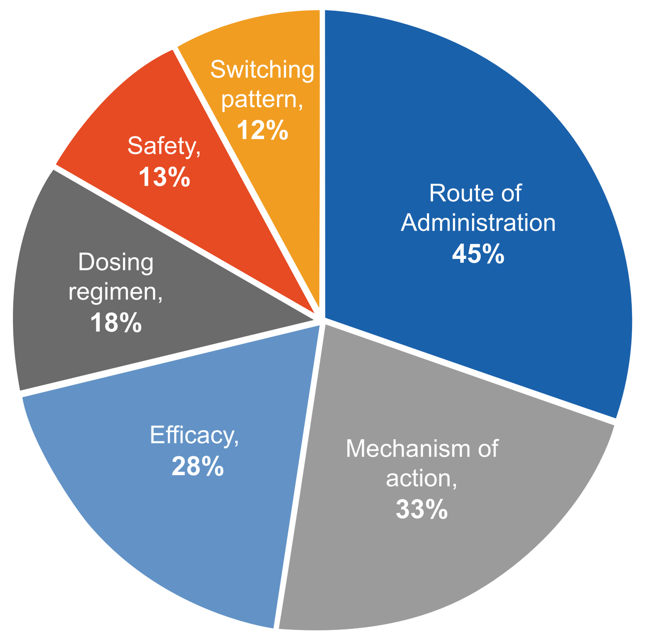
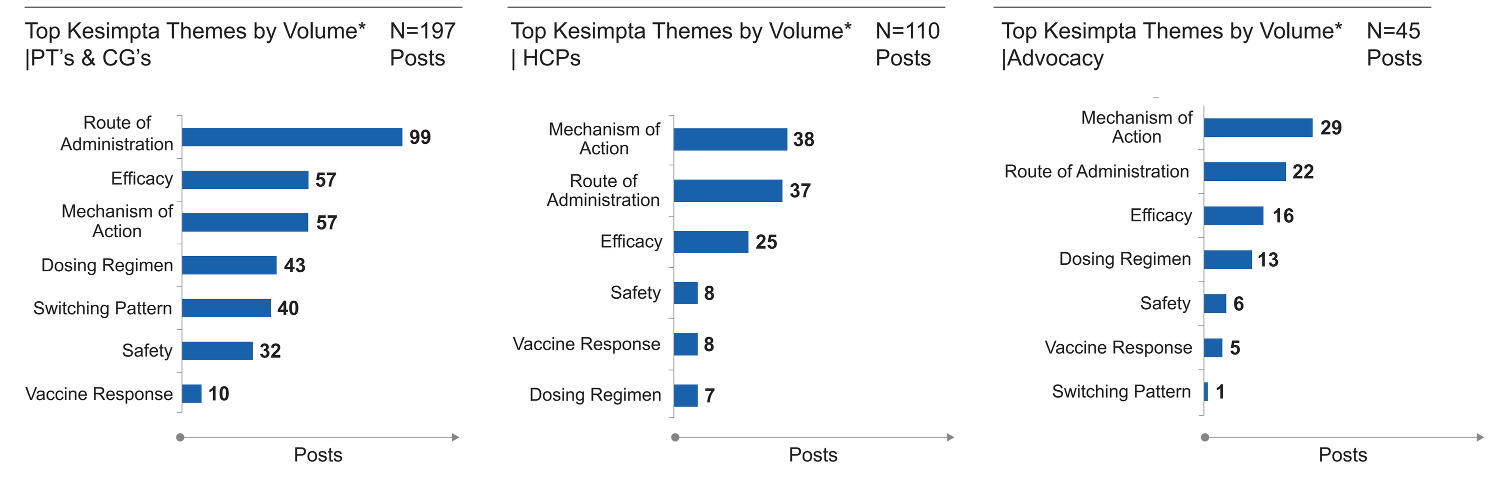


Figure 4: Top Kesimpta themes across stakeholders (patients and caregivers, HCPs, advocacy groups) during August – November 2020

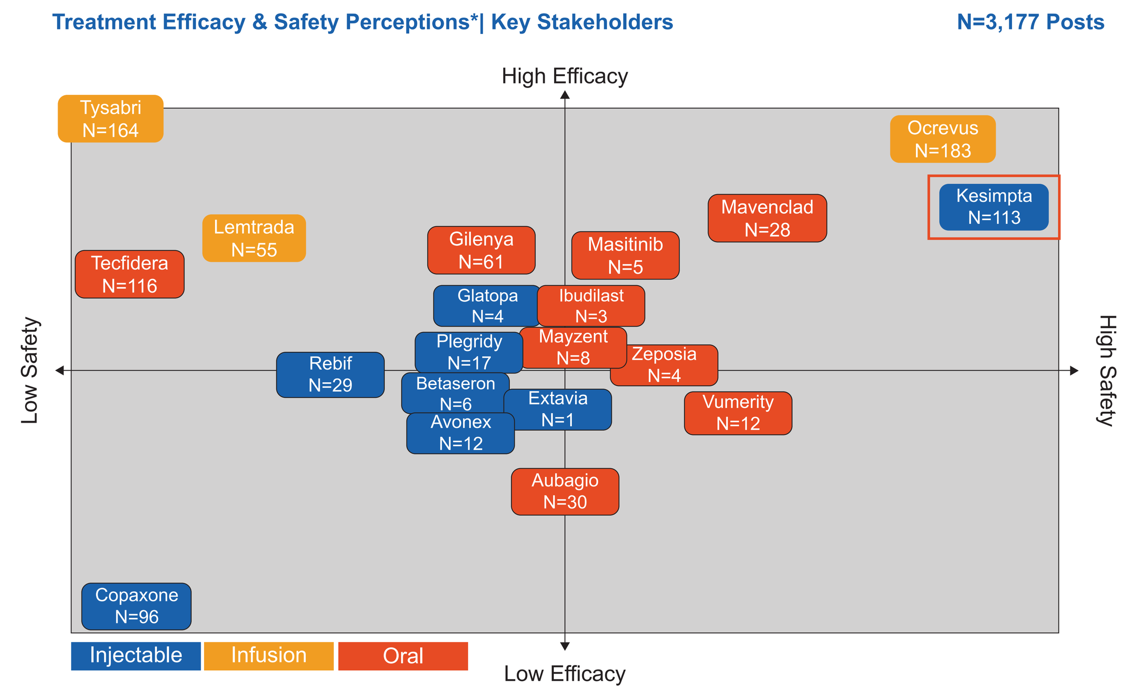


*posts may discuss more than one theme; **PT:** patients; **CG:** care givers, **HCPs:** health care professionals

Overall perception of the stakeholders

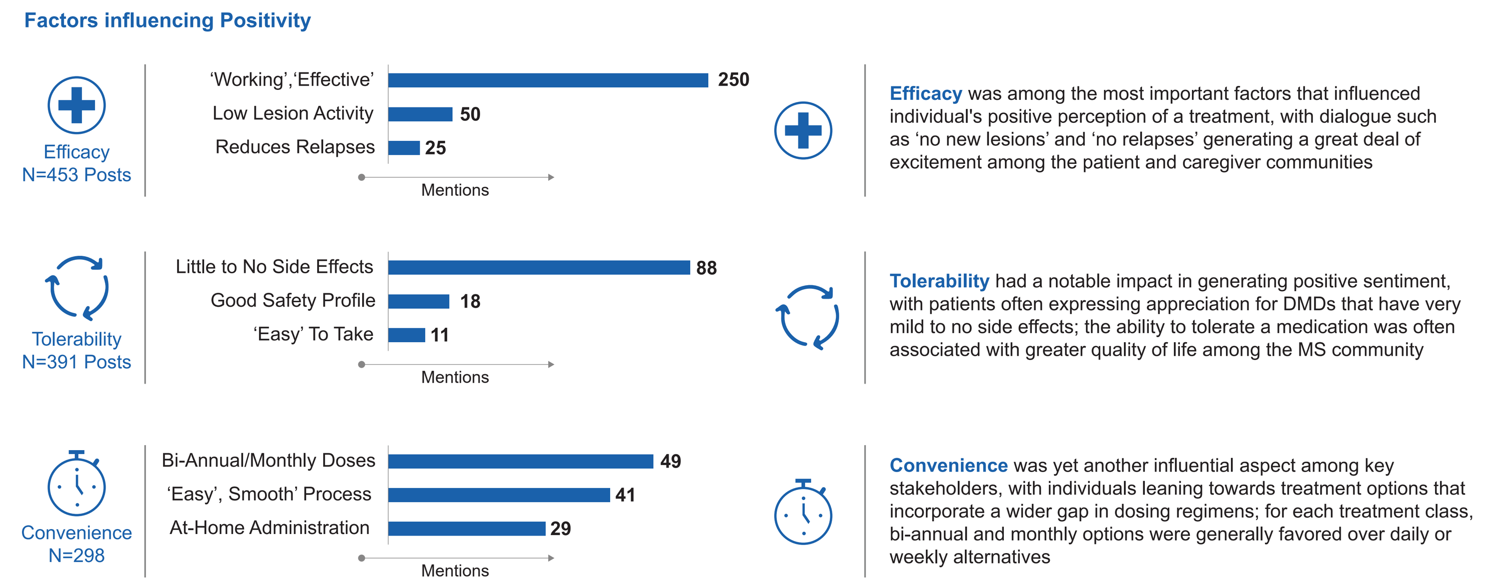
- Kesimpta was perceived the most positively of any injection. Tysabri, Ocrevus, Lemtrada, and Kesimpta were all perceived to be high efficacy DMTs, often referenced as more ‘aggressive’ options **(Figure 5).** Kesimpta was perceived to be superior to competitor injectables, with the treatment being most comparable to Ocrevus.

Figure 5: Treatment sentiment/perception across key stakeholders during August – November 2020



- **Figure 6** presents the factors leading to positive perception across stakeholders.

Figure 6: Factors influencing positive perceptions across key stakeholders during August – November 2020

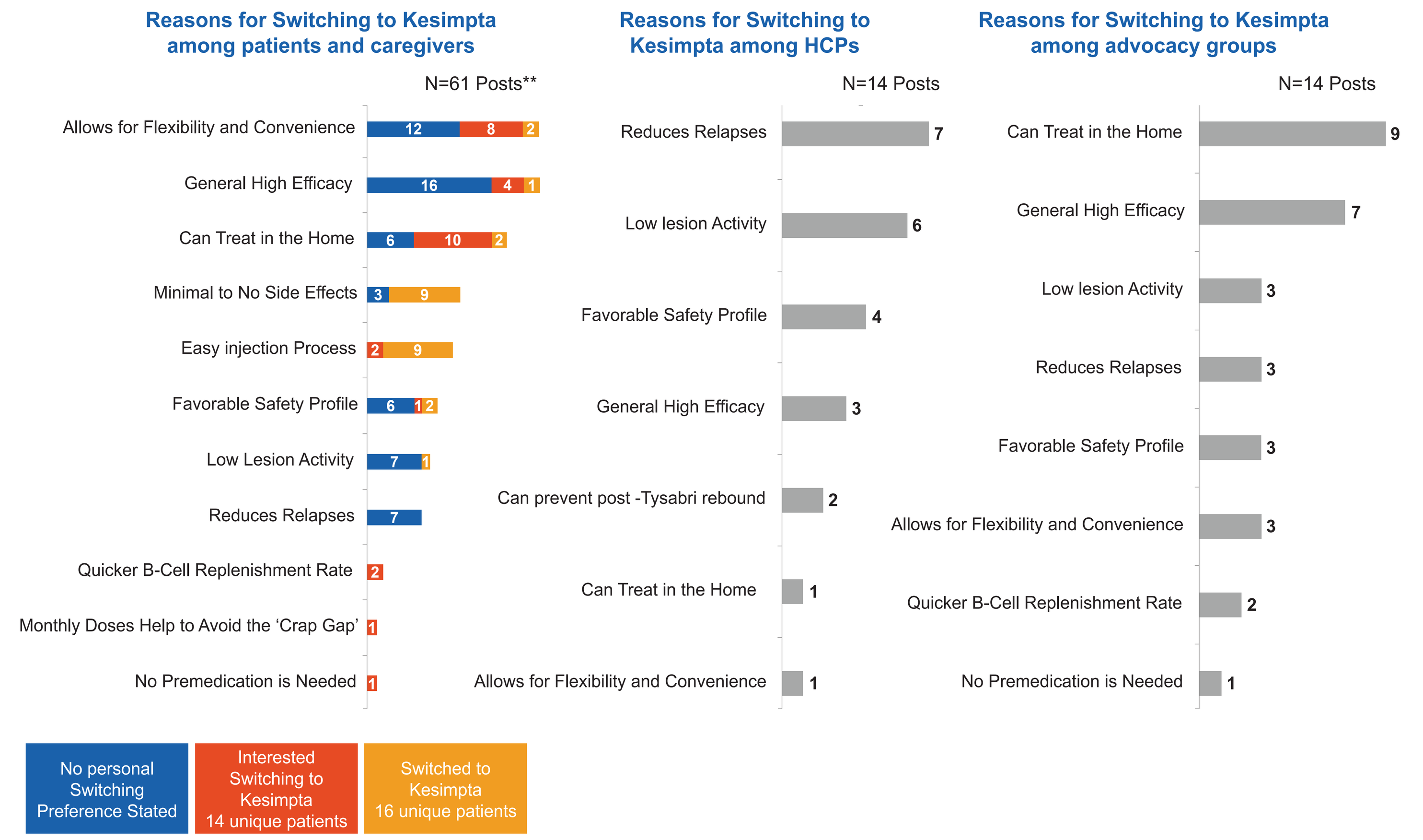


posts may discuss more than one driver

Drivers of adoption of/switching to Kesimpta

- The most common reasons for the adoption of/switching to Kesimpta among patients was flexibility/convenience and at home administration, efficacy/reduced relapse and lesion activity, perceived lack of side effects/favorable safety profile and easy injection process **(Figure 7).** HCPs considered switching patients to Kesimpta due to efficacy and at–home administration. Advocacy groups largely echoed the dialogue of both HCPs and patients **(Figure 7).**

Figure 7: Reasons for switching to Kesimpta across stakeholders during August – November 2020



**34 unique patients posting

Conclusion

- For overall perception, Kesimpta had the most positive sentiment among all injectable DMTs driven by tolerability, efficacy and convenience.
- Advantages for Kesimpta across stakeholders: patients, HCPs and advocacy were route of administration, efficacy and safety.
- The most common reasons for switching to Kesimpta was flexibility/convenience and at home administration, efficacy/reduced relapse and lesion activity, perceived lack of side effects/favorable safety profile and easy injection process.
- Major areas for stakeholders wanting more information were COVID-19 vaccine response, b–cell repopulation, and understanding use in primary progressive population.

Disclosures

- **Chinmay Deshpande** is an employee of Novartis Pharmaceuticals Corporation
- **Mitzi J Williams** is an employee of Joi Life Wellness Group
- **Janine Robinson, Katarzyna Elliott–Maksymowicz, Bianca Luscher** are employees of RealChemistry, Philadelphia

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