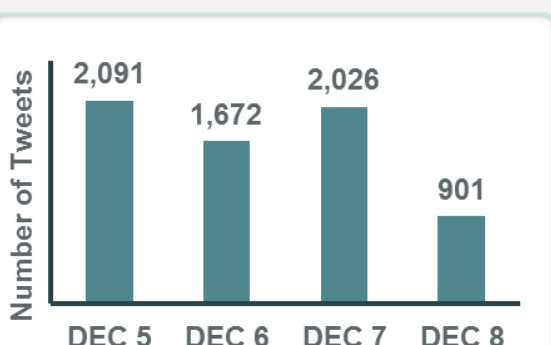


ASH 2015

# MULTIPLE MYELOMA

## TWITTER COVERAGE

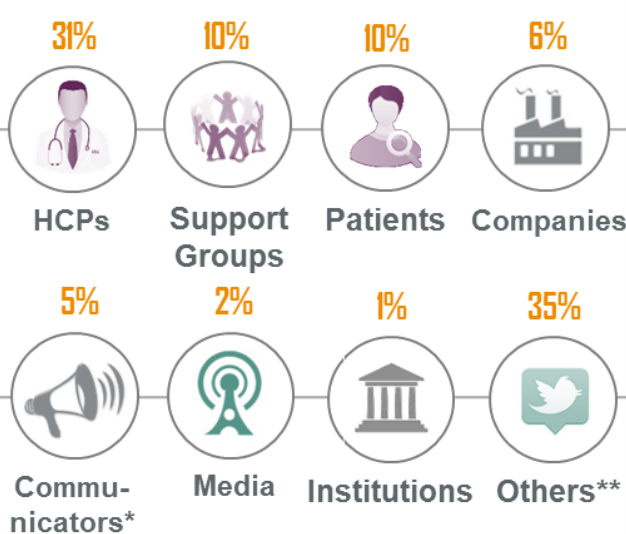
### MYELOMA TWITTER VOLUME TRENDS



### MYELOMA KEY THEMES

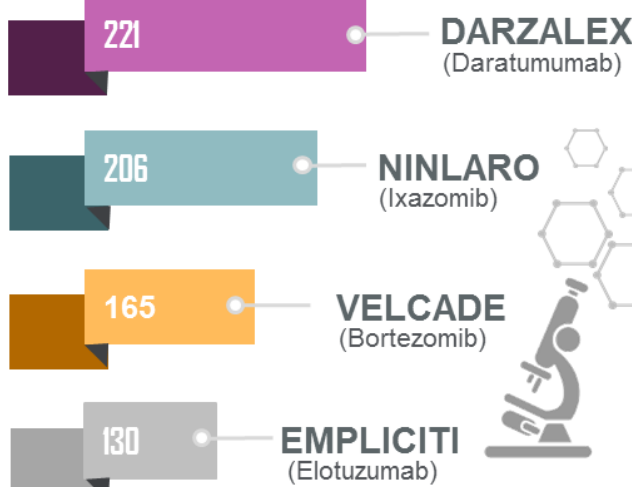


### MYELOMA AUTHOR CATEGORIZATION (By number of tweets)



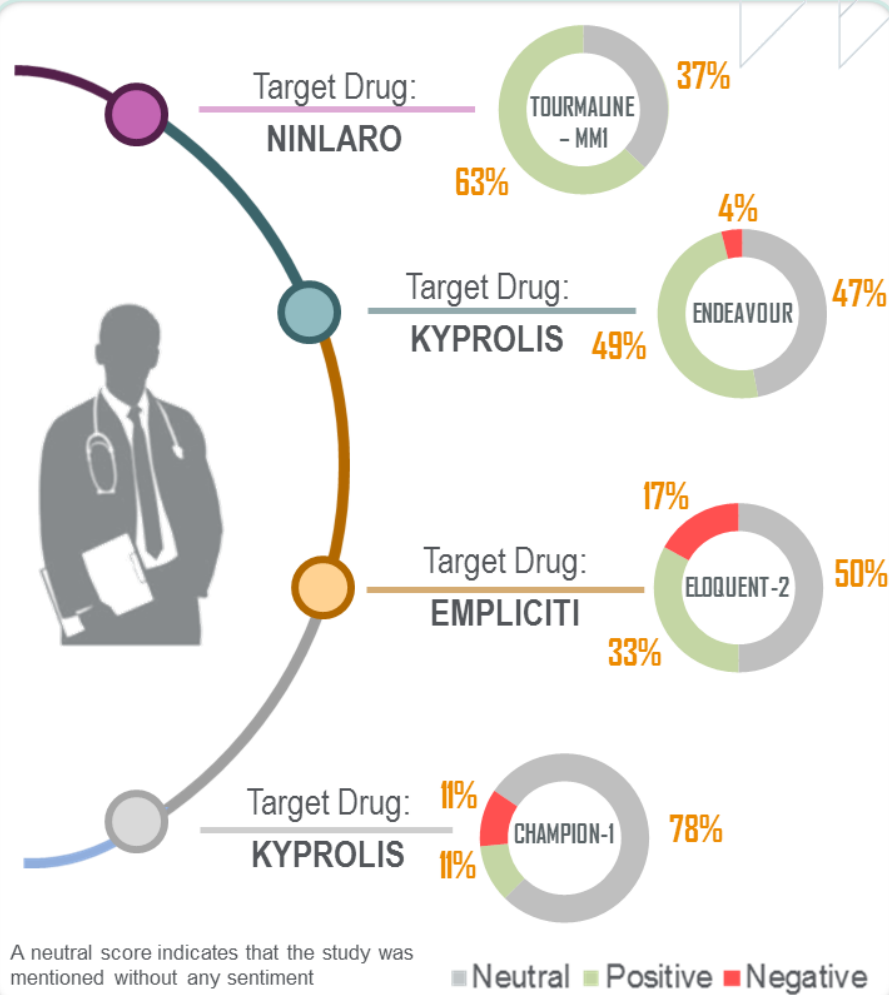
\*Authors who tweeted frequently about health care topics  
\*\*Authors who cannot be classified into any major stakeholder group

### KEY DRUGS FOR MYELOMA (By number of tweets)



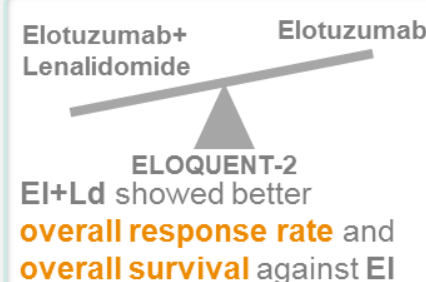
The **KEYTRUDA** (Pembolizumab) drug received minimal coverage, with only 12 tweets

### HCP SENTIMENT AROUND KEY STUDIES ON MULTIPLE MYELOMA



**63%** of HCPs ..  
... tweeting about the **TOURMALINE-MM1** study appreciated the **improved PFS**

**Kyprolis'** better **Progression free survival** than Velcade were discussed widely. However, **high cost** remains a concern.



### KEY MYELOMA HCP SENTIMENTS (By number of tweets)

Of total tweets on Multiple Myeloma by HCPs, approximately **20%** showed **positive sentiment**

#### Example Tweets

Wow! First I heard of **vaccination** as **maintenance** in myeloma -Facon #ASH15 #IMFASH15 #mmsm

#ASH15: Analysis of #Pomalyst/dex trial data suggests **adjusting dex** dose **doesn't compromise #myeloma pt outcomes**

**Higher response rates, a greater depth of response, longer DOR** were observed with Kd #ASH15 #mmsm #IMFASH15

#ASH15 #mmsm @SagarLoniaIMD Combos: HDACi. **Lack of OS benefits** may be from GI toxicity <https://t.co/Fvapai3erA>

Elotuzumab-Ld vs Ld: **better ORR, PFS** & trend towards **better OS** across subgroups in relaps/refractory myeloma, Eloquent-2 extension #ASH15

**There is no cure for multiple #myeloma**, a rare blood cancer #ASH15

### TOP INFLUENTIAL HCPs FOR MULTIPLE MYELOMA

