Evaluating perceptions of Ofatumumab in Multiple Sclerosis via Social Media Listening – Early 6 months post approval data

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Introduction

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.

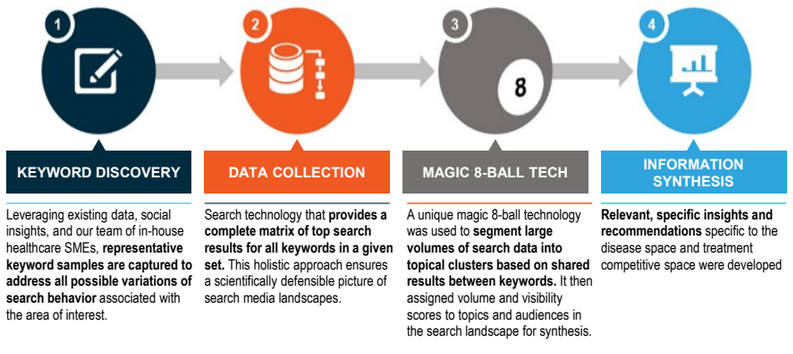
Objective

The objective was to understand the perceptions and sentiments of stakeholders (patients, healthcare providers [HCPs], payers, advocacy groups) for Kesimpta, in the US in 6 months of its availability in the real-world as a treatment for MS.

Methods

- This was a social media listening study conducted 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”)
- MS patients, caregivers, HCPs, advocacy groups, and MS societies/organizations social media conversations mentioning specific search terms within 6 months post-launch period (August 2020 – February 2021) 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.

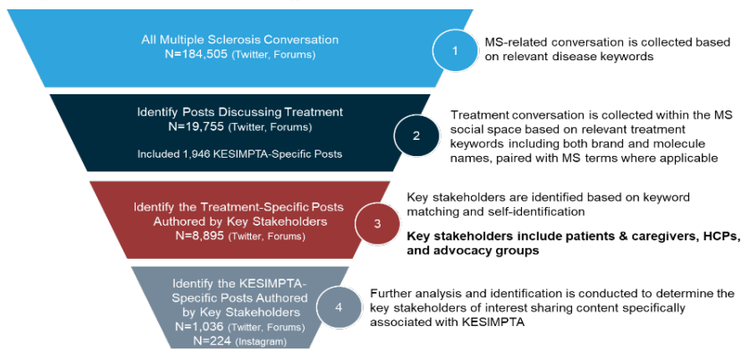
Figure 1. Search Analysis Data Selection & Methodology



Results

- Overall, 184,505 MS-related posts were identified through social media. Through systematic analysis, 8,895 posts were identified which were authored by stakeholders (i.e. patients & caregivers, HCPs, and advocacy groups) of which 1,036 posts were Kesimpta specific. The flow diagram for identification process is summarised in **Figure 2**.

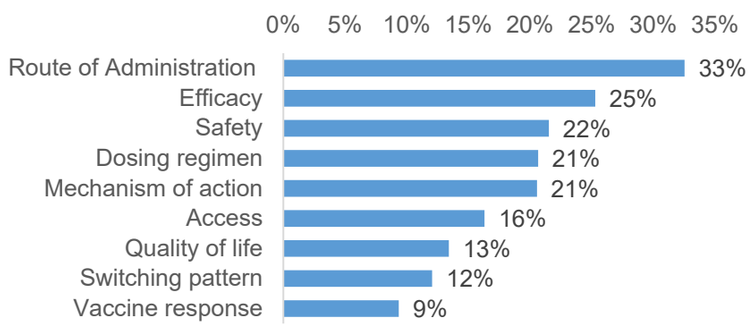
Figure 2. Flow diagram



Advantages to Kesimpta

- Major themes viewed as advantages to Kesimpta across all stakeholders were route of administration, efficacy, and safety profile (**Figure 3**).
- Individuals commented positively about Kesimpta’ s self-administered treatment route. Patients indicated that self-injection ‘can be administered anywhere’ and ‘lowers risk of contracting COVID at infusion center’.
- Kesimpta was further noted for having 95% to 98% efficacy in preventing lesions, and was regarded as ‘leading DMT’ along Ocrevus.

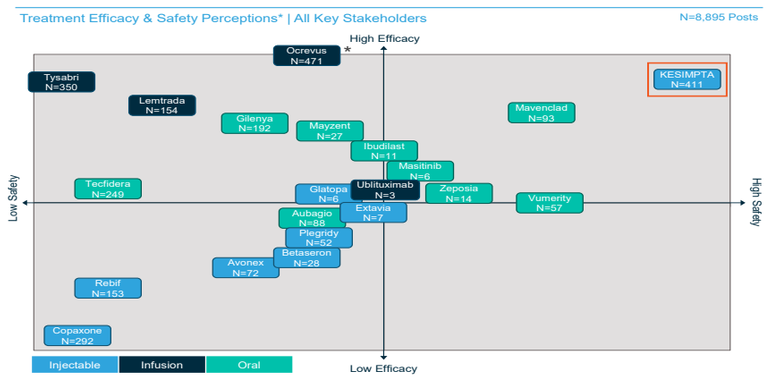
Figure 3. Advantages to Kesimpta by key stakeholders during August – February 2021



Overall perception of the stakeholders

- Kesimpta was perceived to be superior to competitor injectables. Tysabri, Ocrevus, Lemtrada, & Kesimpta were all perceived to be high efficacy DMDs, often referenced as more ‘aggressive’ options (**Figure 4**). Kesimpta was perceived to be much safer than Ocrevus and other infusions on the market. The positive sentiment noted ‘how mild’ or ‘non-existent’ were their reactions to Kesimpta and was called "Pandemic-friendly“.

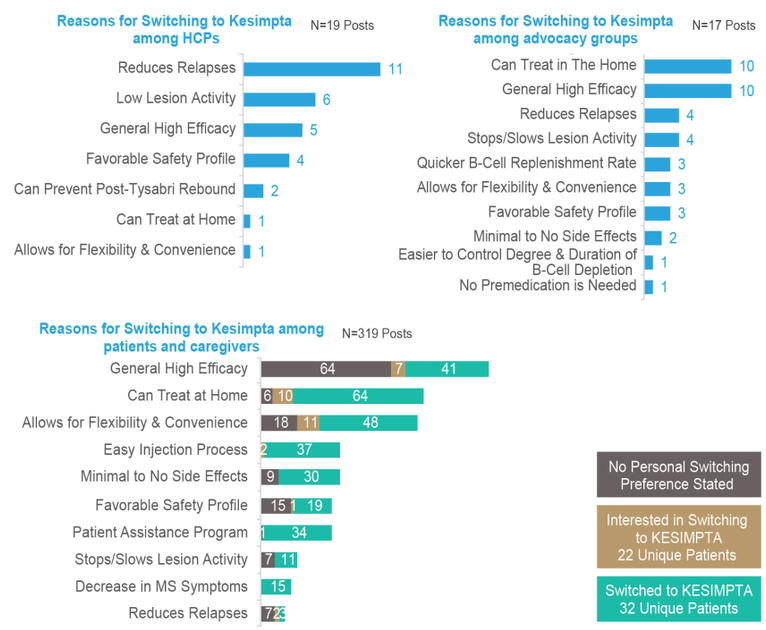
Figure 4. Treatment sentiment/perception across key stakeholders during August – February 2021



Drivers of adoption/switching to Kesimpta

- The most common reasons for adoption of/switching to Kesimpta among patients was efficacy/reduced relapse and lesion activity, flexibility/convenience and at home administration, perceived lack of side effects/favorable safety profile and easy injection process (**Figure 5**). 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 5. Reasons for switching to Kesimpta across stakeholders during August – February 2021



*posts may discuss more than one theme
HCPs: health care professionals

Conclusions

- 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.

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, J. Kerley are employees of Real Chemistry, Philadelphia

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