

Immunotherapy as an emerging source of hope for Triple Negative Breast Cancer

Insights from Social Media Listening and Market Analysis



The Global Burden of Breast Cancer

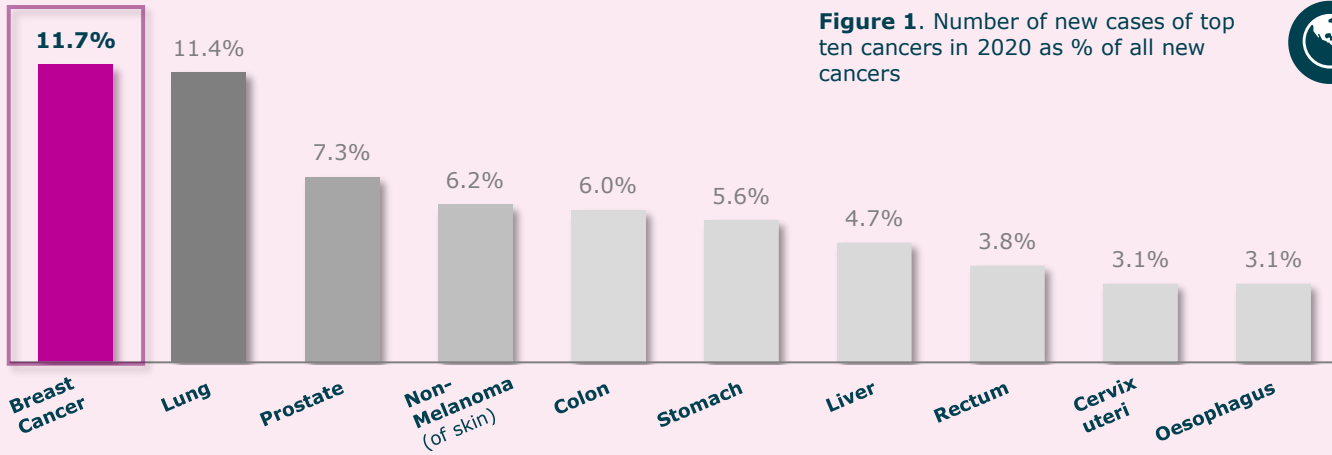


Figure 1. Number of new cases of top ten cancers in 2020 as % of all new cancers



Source: GLOBOCAN 2020

Why Immunotherapy may be the solution

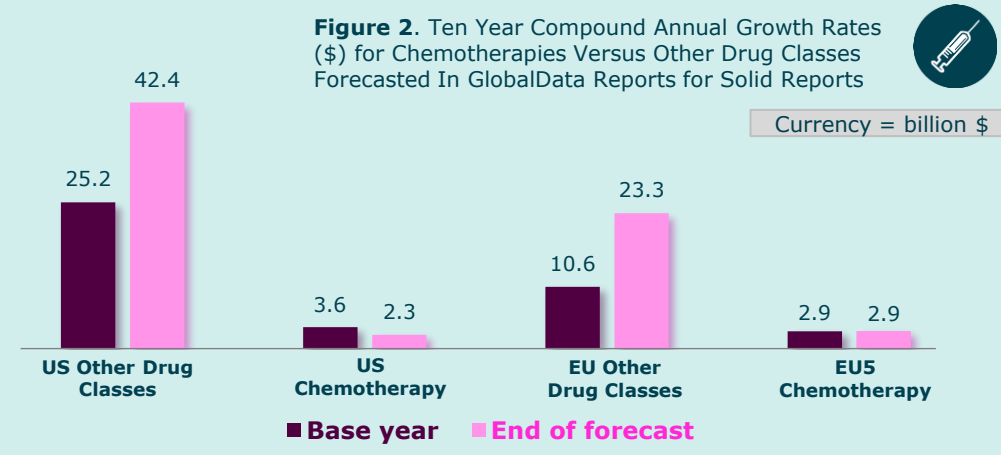


Figure 2. Ten Year Compound Annual Growth Rates (\$) for Chemotherapies Versus Other Drug Classes Forecasted In GlobalData Reports for Solid Reports



Currency = billion \$

Source: GlobalData



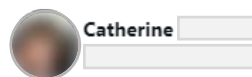
I was 99% sure the biopsy would be benign & I just got the call that it is. Having watched a family friend die of breast cancer, the fear was gnawing at the back of my mind.



Breast Cancer imposes a particularly high emotional burden on patients and their families. **Social Media Listening Analysis** uncovered that Breast Cancer patients often live in a deep fear and anxiety:



This was particularly true for Breast Cancer subtypes with **no cure currently available, such as Triple Negative Breast Cancer:**



My aunt will mostly die within the next few days. I feel so much pain and grief. Please #pray for my family. I went to bed early so my dad wouldn't see me cry. #Cancer #breastcancer #Grief #mourning



Source: Brandwatch

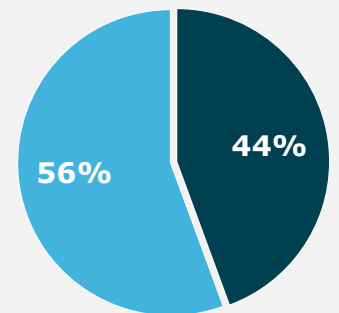
One of the drug classes predicted to peak within the next 10 years is biologics - immunotherapy treatments with a high cost-effectiveness profile, owing to their high level of efficacy as well as the limited treatment landscape in Triple-Negative Breast Cancer¹

Of these, checkpoint inhibitors are shown to be highly effective against tumours with a high mutational burden (TMB-H)²

Triple Negative Breast Cancer is characterised by a high mutational burden compared with other Breast Cancer subtypes³



Figure 3. Molecule type investigated in ongoing Phase III trials with an indication of Triple Negative Breast Cancer



■ Immunotherapy
■ Other

Source: GlobalData

For further information and to receive our oncology case studies please contact: arun.ghale@7i-group.com

1. Gadi and Davidson, 2017, Practical Approach to Triple-Negative Breast Cancer

2. Kim et al, 2019, Tumour Mutational Burden and Efficacy of Immune Checkpoint Inhibitors: A Systematic Review and Meta-Analysis

3. Niyomnaitam et al, 2019, Tumour Mutational Profile of Triple Negative Breast Cancer Patients in Thailand Revealed Distinctive Genetic Alteration in Chromatin Remodelling Gene