

## Conference Coverage

End-to-end insight from the conferences that shape your competitive landscape.

### ➤ The Challenge

Scientific and medical conferences are among the most impactful events in the life sciences calendar. They dictate scientific sentiment, shape development strategies, and provide early signs of competitive shifts.

**Even the most sophisticated teams face persistent challenges:**



Priority sessions overlap and key insights slip through the cracks



Critical updates get lost in the influx of intelligence, which makes it difficult to spot what truly matters



Subtle shifts in competitor messaging require an expert eye and are easy to miss



Syndicated data sets don't capture



Raw data lacks context leaving teams unsure what changed and why it matters

### ➤ The result?

Slow reactions, unclear implications, and risk of being outpaced by competitors.

Book a Consultation:

[evaluate.com/consulting/competitive-intelligence-consulting/](https://evaluate.com/consulting/competitive-intelligence-consulting/)

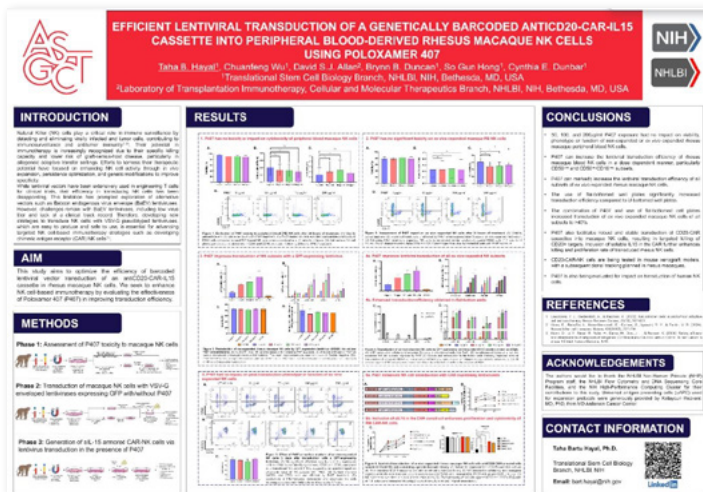




## Our Solution: End-to-End Conference Intelligence

Evaluate's CI Advisory delivers comprehensive conference coverage, including robust planning, virtual or on-the-ground attendance, full capture of scientific materials, primary intelligence gathering and strategic interpretation that ensures you never miss critical insights.

Clients can select the right-sized approach to balance coverage with investment. Our options include:



### 1. Streamlined Virtual Coverage

- Comprehensive capture of all live-streamed scientific sessions, so you never miss critical data presented in real time.
- Full collection and synthesis of relevant e-posters and supplementary materials, giving you a complete view of the scientific landscape

### 2. Virtual Coverage and Expert Analysis

- Expert analysis of scientific data, with updated benchmarks, and perspective on positioning and targeting strategy.
- A concise, leadership-ready narrative that clearly articulates how conference developments may shift the market, impact your strategy, and influence competitor positioning

**#7000: GILTERITINIB IN FLT3+ R/R AML PATIENTS WITH CO-MUTATIONS** Evaluate

Gilteritinib is effective in FLT3+ relapsed/refractory AML setting regardless of the presence of key co-mutations

DRUG NAME	INDICATION	COMPANY	TARGET/MOA	ABSTRACT TITLE
Gilteritinib	AML	Astellas	FLT3/AXL	Effect of gilteritinib on survival in patients with FLT3+ mutated FLT3-mutated relapsed/refractory (R/R) AML who have common AML co-mutations or high FLT3-ITD allele ratio

**KEY DATA**

This abstract investigates the co-mutations and allelic proportions affecting outcomes in the ADMIRAL study, which enabled the approval of gilteritinib for FLT3+ relapsed/refractory AML.

	CRISPR/CS		PICOAN CO (months)			
	Gilteritinib	Salvage Chemo	Gilteritinib	Salvage Chemo	HR	P-value
All Patients						
NPM1 (48%, n=173)	32%	12%	8 months	5 months	0.419	< 0.0001
DNMT3A (32%, n=116)	37%	12%	9 months	5 months	0.504	0.0031
DNMT3A / NPM1 (24%, n=88)	40%	10%	11 months	5 months	0.252	< 0.0001
WT1 (65%, n=45)	36%	5%	9 months	5 months	0.308	0.0001

**STUDY POPULATION**


Key inclusion criteria:	Key inclusion criteria:
<ul style="list-style-type: none"> <li>Relapsed/refractory primary AML or AML secondary to MDS</li> <li>FLT3+ disease</li> </ul>	<ul style="list-style-type: none"> <li>Diagnosis of APL, BCR-ABL+ leukemia, secondary AML, or prior therapy for other myeloid malignancies (except CNS leukemia, history of prior hematologic malignancy or receipt of salvage therapy for refractory disease, other malignancies within 5 yrs)</li> <li>Prior treatment with gilteritinib or FLT3 inhibitors</li> </ul>

**IMPACT**

- These results further support the use of gilteritinib in FLT3+ R/R AML, which accounts for 25% of all AML cases. The drug works with companion diagnostic Labelex's Labelex FLT3 mutation assay.
- Gilteritinib improved CR/CR2 and OS in FLT3+ AML patients regardless of the presence of co-mutations; patients with both NPM1 and DNMT3A co-mutations had the greatest survival benefit.
- There was a consensus during the discussion of this abstract that gilteritinib will become a SOC for the FLT3+ R/R AML patients.

## On-the-Ground Coverage and Deep-Dive Analysis

- Our most comprehensive coverage solution, combining live conference attendance, detailed reporting, and integrated scientific and commercial analysis, enhanced with direct primary intelligence gathered onsite
- Tailored, client-specific implications that connect conference insights to your broader competitive landscape and strategic objectives, enabling confident, informed decision-making

**STRATEGY & MESSAGING** Evaluate 

[Company] messaging was focused around convenience of SC [Drug], patient / physician preferences; additional focus on JCV testing and pregnancy

<p><b>BOOTH PRIMARILY FOCUSED ON [DRUGS] CONVENIENCE AND FLEXIBILITY</b></p> <p>Focused on convenience of SC [Drug]; [Drug] messaging focused on lengthy exposure and vast no. patients treated</p>	<p><b>MINIMAL CORPORATE SYMPOSIA: FOCUSED ON SWITCHING REGIMES</b></p> <p>Positioned [Drug] as an efficacious therapy for patients switching to B-cell depleting treatments, such as [Drug]</p>	<p><b>FOCUS ON SC ADMINISTRATION PREFERENCE, JCV TESTING, PREGNANCY</b></p> <p>Focused largely on convenience of SC administration, JCV testing/PML risk and pregnancy outcomes</p>
<p><b>COMMERCIAL BOOTH</b></p> <p>In-Person Exhibit: Yes</p> <p>Resources: Yes</p> <p><b>Messaging:</b> [Drug] "Delivering confidence, enhancing flexibility", [Drug] "strong efficacy and well-established safety profile", "more than 15 years of exposure" &gt;580,000 patients treated"</p> <p><b>Strategy:</b> Similarly to ex-US conferences, (Company) continued to focus on promoting subcutaneous [Drug], as well as displaying its "validated JCV assay (as a potential implicit comparison to [Company] REMS program), with reduced emphasis on [Drug] relative to [Drug]</p>	<p><b>CORPORATE SYMPOSIA</b></p> <p>Focus: Switching to aCD20s from [Drug]</p> <p><b>Switching from [Drug]:</b> Highlighted that B-cell depleting therapies (e.g. [Drug]) were more efficacious and well tolerated vs [Drug] in patients switching from the latter</p> <p><b>Messaging:</b> Minimal corporate symposia presence and minimal messaging</p>	<p><b>ORAL &amp; POSTER SESSIONS</b></p> <p><b>Patient / physician preference:</b> [Drug] SC vs. IV saves substantial amount of time and resources</p> <p><b>Monitoring devices / EOD symptoms:</b> Most patients reported positive experience with monitoring devices</p> <p><b>Stratify JCV program/ PML:</b> Unilabs shown to have 94% approved runs, high sample quality, an average of 98% good concordance in internal and external proficiency testing</p> <p><b>Strategy:</b> Continues to promote mitigation of PML risk through JCV assay, focus on patient/physician preference for SC vs. IV administration; many non- [Company] sponsored posters focused on safety of [Drug] during pregnancy</p>

## Questions we Help to Answer:

- Which conferences are most critical for us this year?
- How do we ensure complete capture of all critical updates across priority conferences?
- Which presentations moved the needle? What does that mean for us?
- Would real-time updates help leadership respond faster and with more confidence?
- How do we ensure leadership gets clear, strategic narrative without being overwhelmed?

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# WHY PARTNER WITH EVALUATE ADVISORY?



Deep therapeutic and CI expertise, with consultants who routinely cover major global scientific conferences



Our team delivers actionable insights and interpretation, leveraging a rich foundation of datasets across Norstella, including clinical pipelines, trials, deals, MoA trends, epidemiology, and news



Insight beyond what BioMedTracker provides, including poster imagery, session screenshots, exhibitor messaging, and real-time onsite intelligence



Leadership-ready deliverables, providing clarity and actionable implications rather than raw data dumps

Whether you need streamlined virtual support or fully immersive on-the-ground intelligence, our team delivers clarity, context, and confidence at every step throughout the conference coverage journey. Partner with us to ensure your organization stays informed and ready to capitalize on market-shaping updates.

[Speak to an expert](#)

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