



A+ PLUS e-CongressTrack™ Social Media Impact of the 2023 EHA Hybrid Congress

Date of the event: June 08-15, 2023 – In-person + virtual
APLUSA June 2023



● SCOPE



The scope of the analysis is focused on mentions coming **worldwide.***



There were a total of **7K** mentions recorded during the listening period from **June 01st, 2023, to June 25th, 2023** (one week before and two weeks after the conference).



All mentions came from **Twitter**.



A total of **2K** unique authors were identified.

*#eha23 OR #eha2023 OR (eha NEAR/2 (2023 OR 23))

● Methodology



*#eha23 OR #eha2023 OR (eha NEAR/2 (2023 OR 23))



Listening period: June 01st, 2023, to June 25th, 2023



e-CongressTrack™ # EHA 23

● CONTENT

01.

Social media performance:
HCPs

- Volume of conversation
- Top posts
- Top hashtags

02.

Disease landscape

- SOV disease
- SOV clinical trial

03.

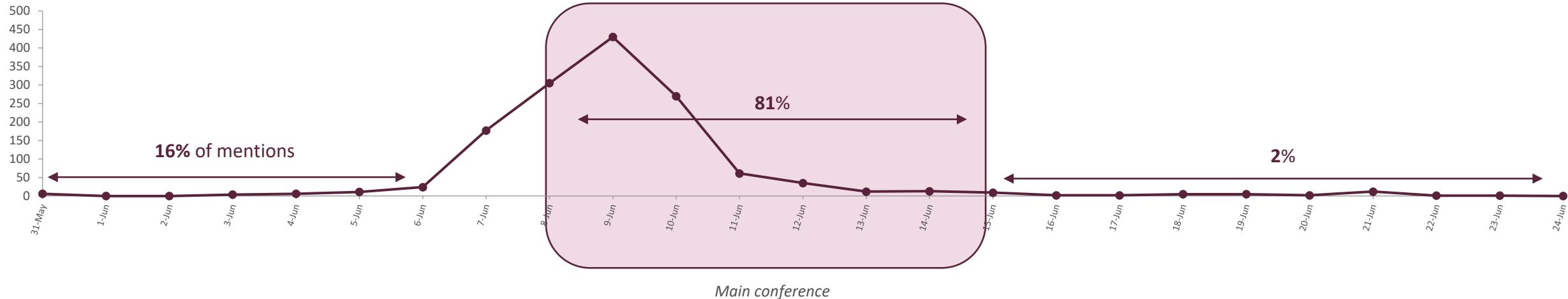
Key topic focus

- Focus on multiple myeloma

Volume of conversations

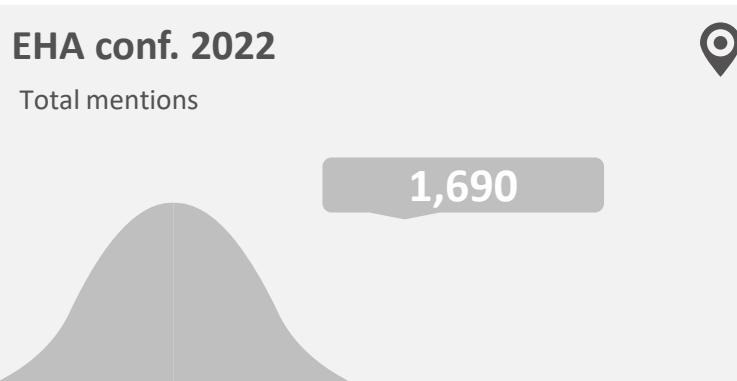
Overall volume of mentions was **down 17%** when compared to last year. Most mentions happened during the congress with a peak on the 9th of June.

Volume of mentions overtime EHA 2023: HCPs



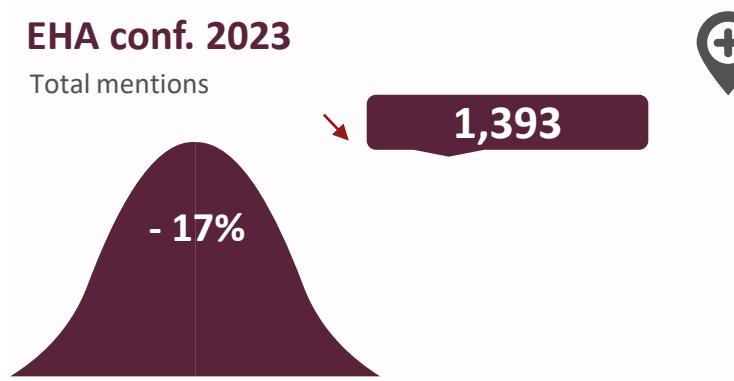
EHA conf. 2022

Total mentions



EHA conf. 2023

Total mentions



Top posts



Most liked

This post by highlights his involvement in the **COMMANDS** trial in **myelodysplastic syndromes**.



Most retweeted

This post consist of screenshots of a **DLBCL** presentation on the efficacy of **prophylactic intrathecal methotrexate in DLBCL**.



Most replied to

This post prompted questions about the **MORPHO** trial in **AML** asking if the results were practice-changing. The response was mixed with answers drawing attention to the **lack of OS or QoL improvement or questioning the design of the trial**.

Most engagement

Most liked, retweeted and replied (ctrl + right click to access tweets)



A great moment of progress (& a personal pride for involvement) in lower risk #MDSsm with **COMMANDS** trial showing a drug (luspatercept) for first time beating ESA for anemia. Results shown in plenary session in #EHA23 & #EHA2023 & concurrent publication in @TheLancet @YaleCancer

Traduire le Tweet

Study schema

Results

Discussion

First look at Morpho in #EHA2023 #EHA23 presented during educational talks (full data on Sunday late breaker by Mark Levis). gilteritinib for maintenance post transplant in #AMLsm, what do you think of p value for RFS & outcomes in MRD+ve pts? Does this affect your practice?

Traduire le Tweet

3ITD induction abc-HCT (+modofam) gilteritinib 120 mg (2 weeks)

RFS, MRD-positive

RFS, MRD-negative

p=0.0068

not significant p=0.0318

not significant p=0.0318



PRESENTATION ID S229 PROPHYLACTIC EFFICACY OF INTRATHECAL VERSUS INTRAVENOUS METHOTREXATE FOR CNS RELAPSE IN HIGH-RISK DIFFUSE LARGE B CELL LYMPHOMA : A PHASE III RANDOMIZED, CONTROLLED STUDY #EHA23 #lymsm

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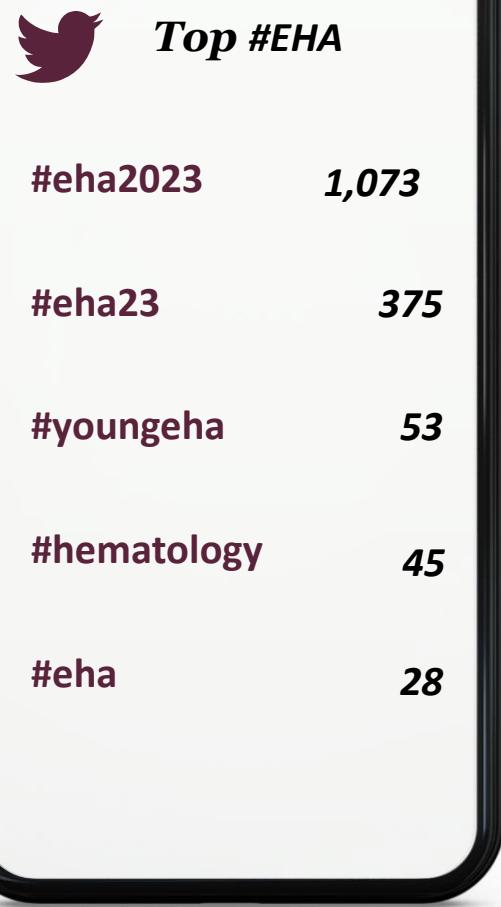
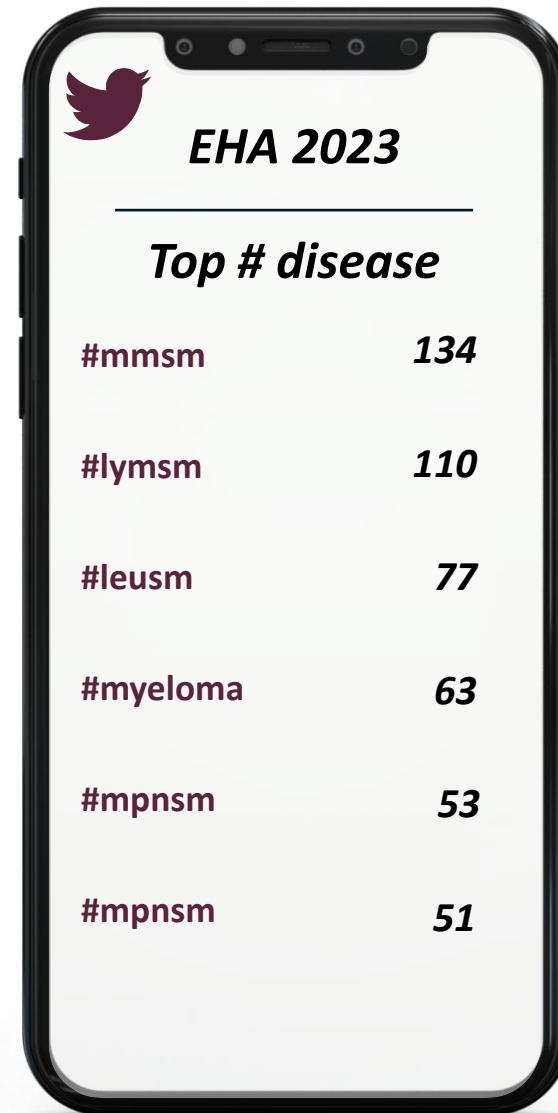
Top hashtags

The top hashtag was
#mmsm

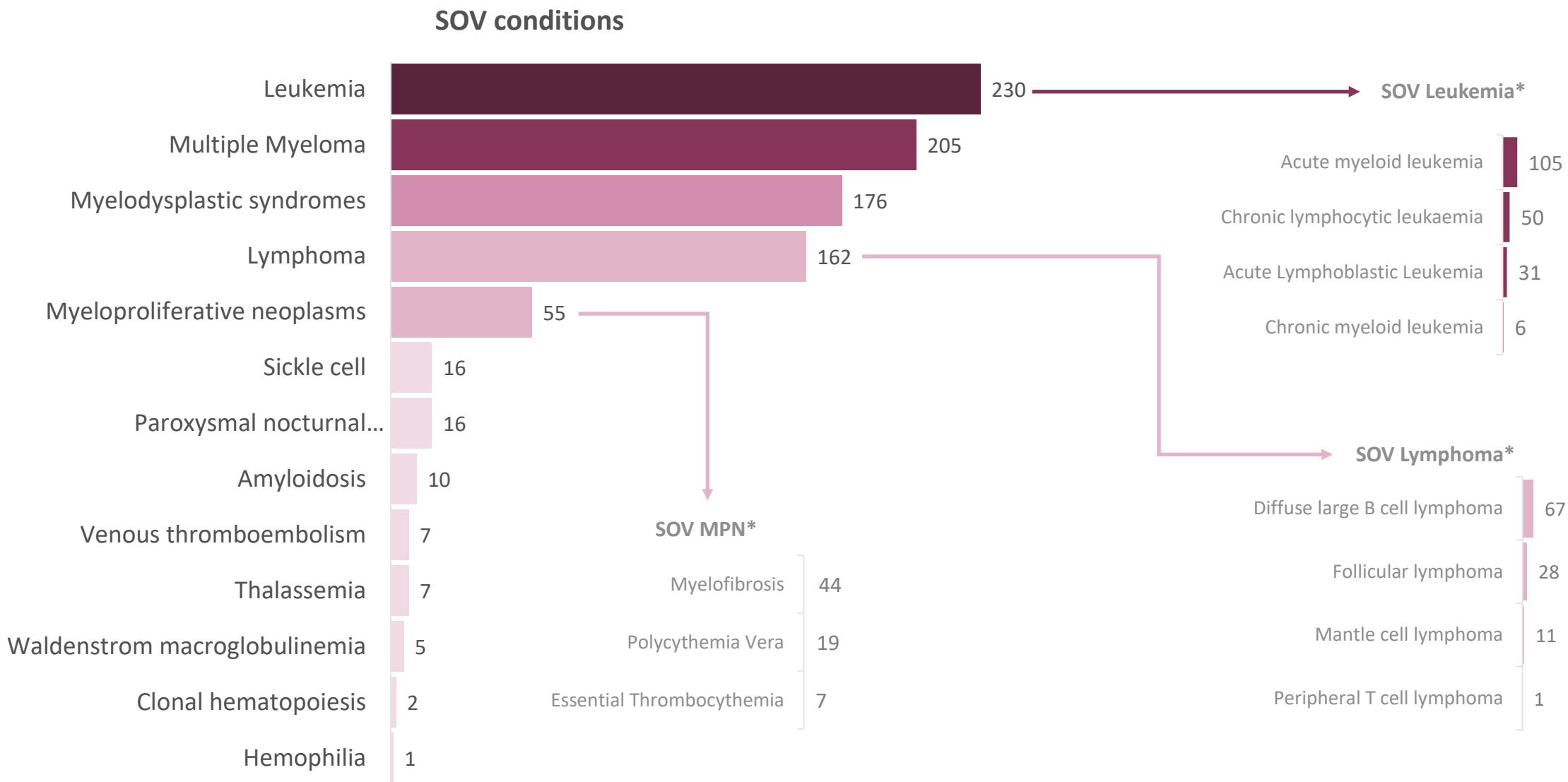
(multiple myeloma social media).

Also of note, the use of the hashtags **#youngeha** reserved for junior members of EHA

The official hashtag **#eha2023** was the most used one with the variation **#eha23** in second place.



Share of Voice (SOV) of medical conditions most discussed (# of mentions): acute myeloid leukemia, multiple myeloma and myelodysplastic syndromes dominated online discussions



HCPs universe medical condition conversations N= 845 mentions

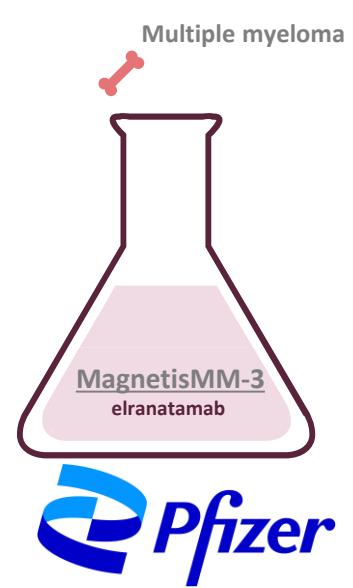
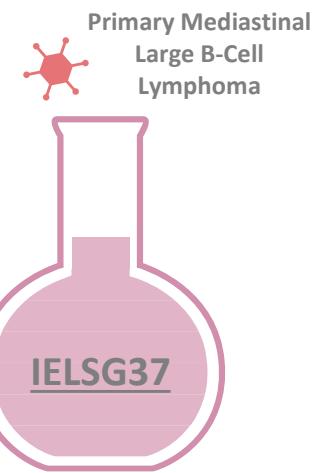
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* Total does not equal SOV conditions due to uncategorizable mentions



SOV of clinical trials most discussed

Tip : click on the trial names to look at their clinicaltrial.gov pages



The purpose of this study is to determine the effectiveness of luspatercept (ACE-536) compared to epoetin alfa on red blood cell (RBC) transfusion independence (for at least 12 weeks) with a concurrent hemoglobin increase of at least 1.5 g/dL in participants with anemia due to revised international prognostic scoring system (IPSS-R) very low, low, or intermediate risk myelodysplastic syndromes (MDS) who require RBC transfusions and have never been exposed to erythropoiesis stimulating agent (ESA).

The purpose of this study is to compare relapse-free survival between participants with FLT3/ITD AML in first morphologic complete remission (CR1) who undergo hematopoietic stem cell transplant (HCT) and are randomized to receive gilteritinib or placebo beginning after the time of engraftment for a two year period.

The purpose of this study is to evaluate the efficacy and safety of imetelstat in transfusion-dependent participants with low or intermediate-1 risk myelodysplastic syndrome (MDS) that is relapsed/refractory to erythropoiesis-stimulating agent (ESA) treatment in Part 1 of the study and to compare the efficacy, in terms of red blood cell (RBC) transfusion independence (TI), of imetelstat to placebo in transfusion-dependent participants with low or intermediate-1 risk MDS that is relapsed/refractory to ESA treatment in Part 2 of the study.

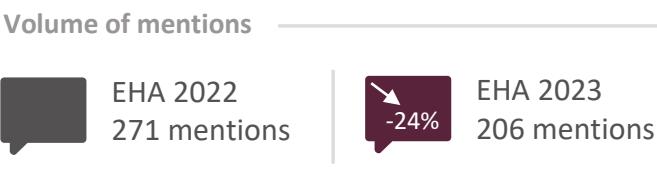
The purpose of this trial is to test whether radiation therapy is really necessary in patients where PET/CT has shown that the tumor is no longer active. Therefore we will compare radiation treatment with careful observation.

The purpose of the study is to evaluate whether single-agent elranatamab (PF-06863135) can provide clinical benefit in participants with relapsed/refractory multiple myeloma. elranatamab is a bispecific antibody: binding of elranatamab to CD3-expressing T-cells and BCMA-expressing multiple myeloma cells causes targeted T cell-mediated cytotoxicity.

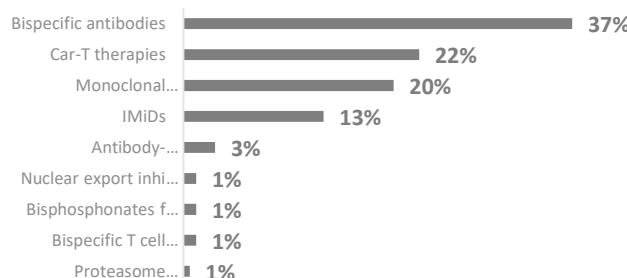
Focus on multiple myeloma

Overall bispecific antibodies **elranatamab** and **talquetamab** took center stage online during #eha23 with the results of **MagnetisMM-3** being particularly cited.

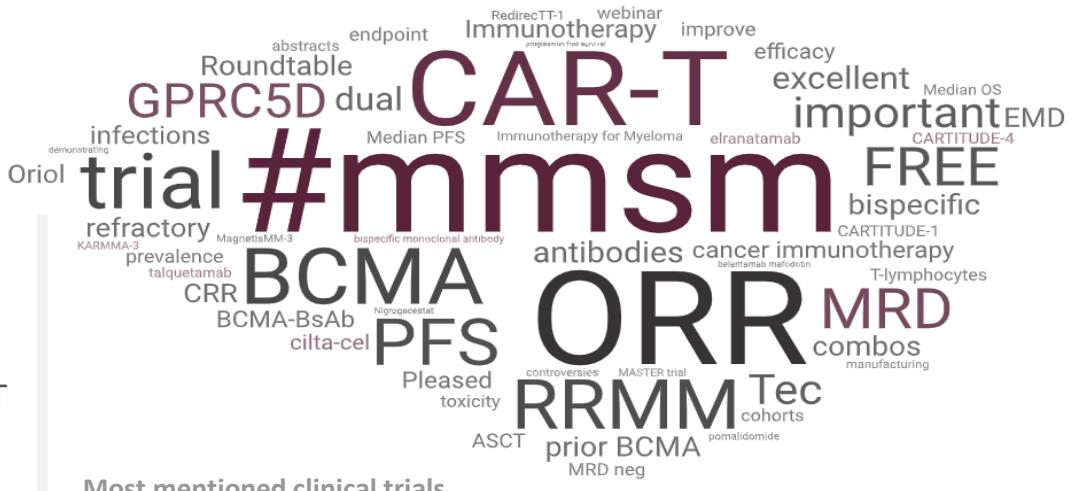
Driven by the results from **CARTITUDE-4** + additional results from **CARTITUDE-1**, CAR-T therapies were also of high interest with **ciltacel** being the most mentioned molecule.



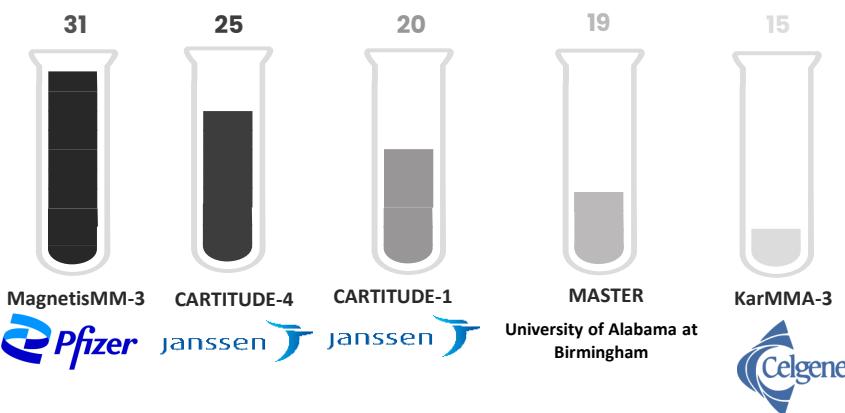
Topics of discussions (type of treatment)



Multiple myeloma universe N= 206 mentions
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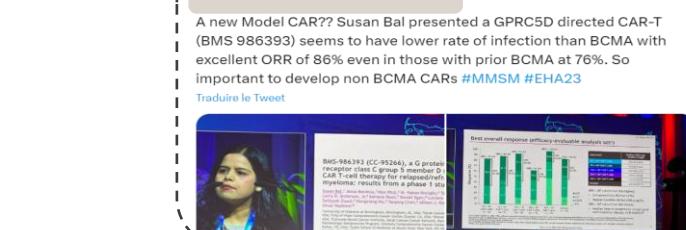
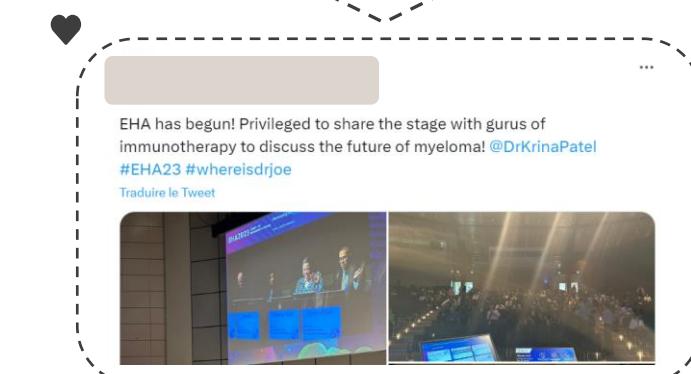
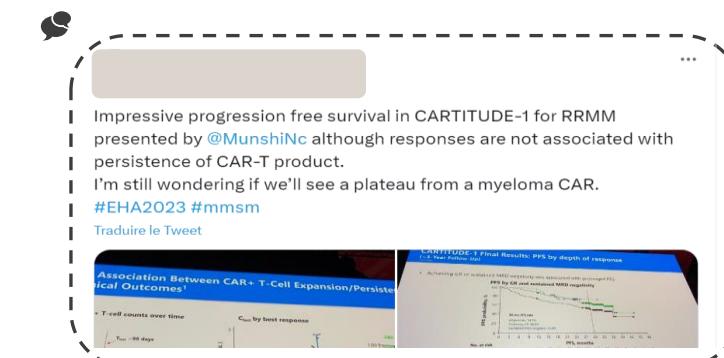
Most mentioned clinical trials



Most mentioned molecules



Top posts from HCPs per engagement





New York Metro
570 Broad Street, Suite 502
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BLOG

