



HEALTHCARE MARKET  
RESEARCH WORLDWIDE

# Me-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**.\*

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

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All mentions came from **Twitter**.

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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™  
#EHA23

# ● CONTENT

01.

Social media performance:  
HCPs

- Volume of conversation
- Top posts
- Top hashtags

02.

Disease landscape

- SOV disease
- SOV clinical trial

03.

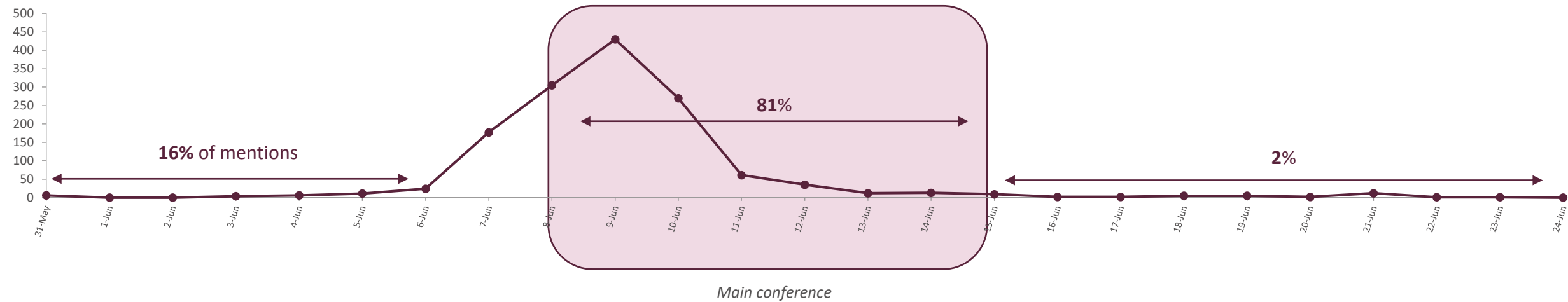
Key topic focus

- 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 9<sup>th</sup> of June.

Volume of mentions overtime EHA 2023: HCPs



EHA conf. 2022

Total mentions

1,690

EHA conf. 2023

Total mentions

1,393

- 17%



# 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**.

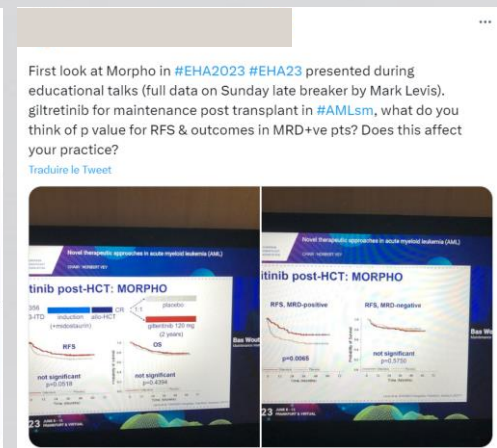
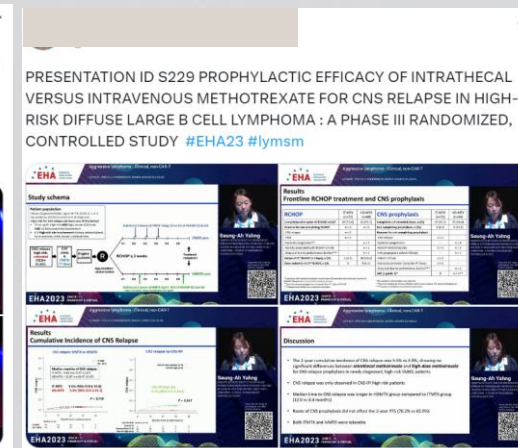
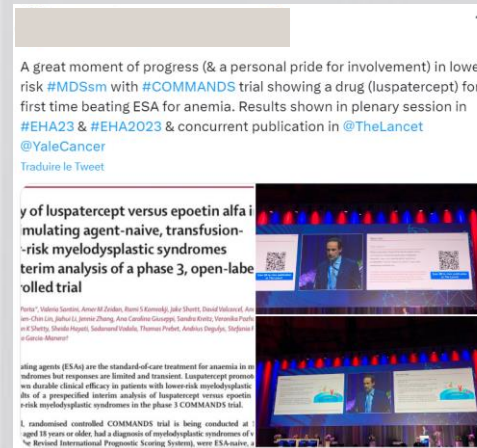


## Most replied to

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)



HCPs universe N= 1,393 mentions

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

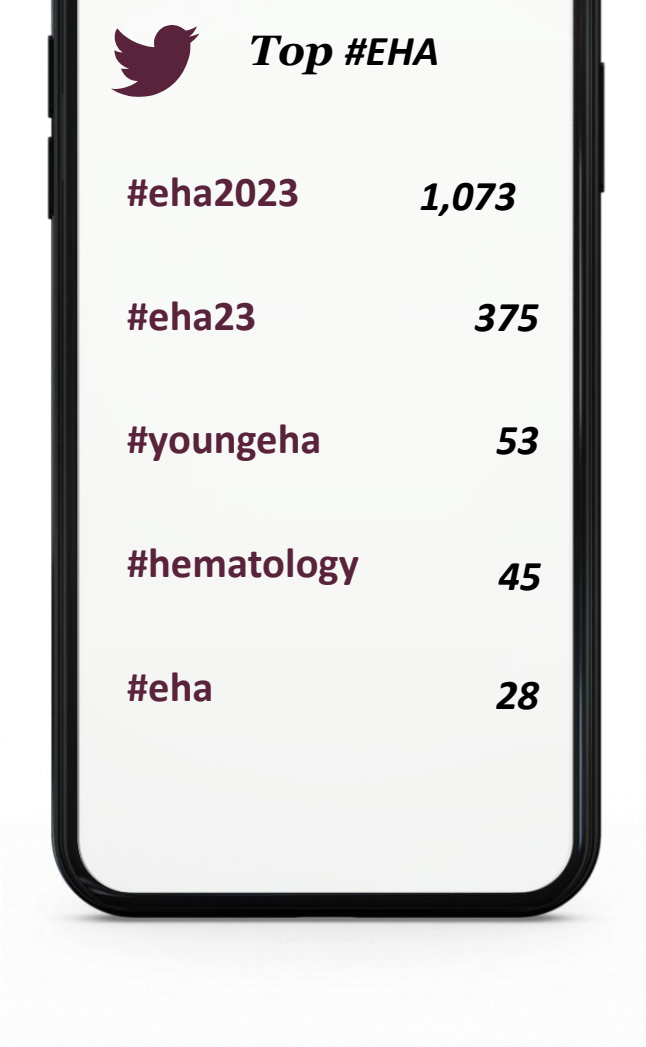
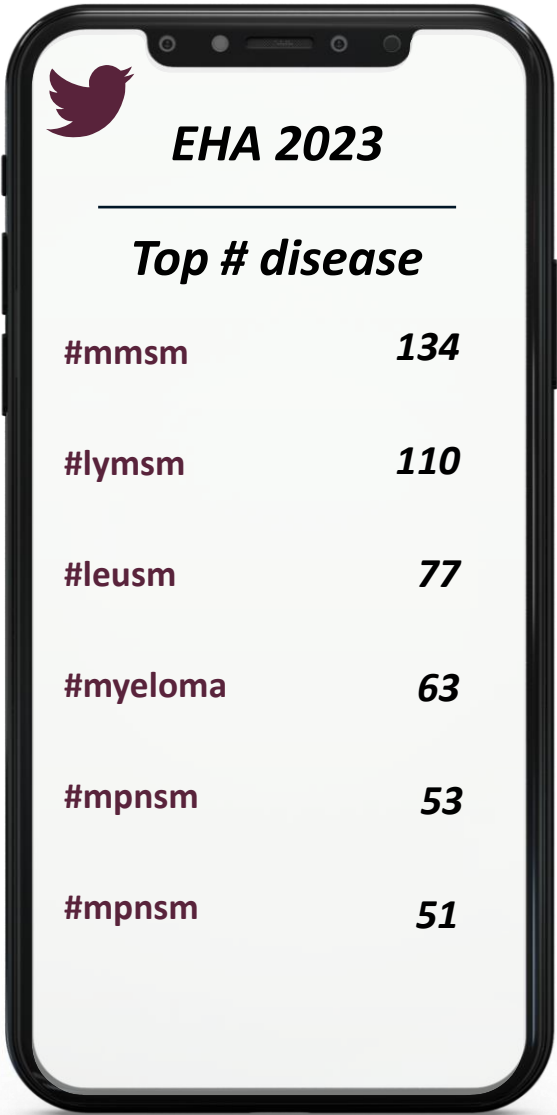
# Top hashtags

The top hashtag was  
**#mmsm**

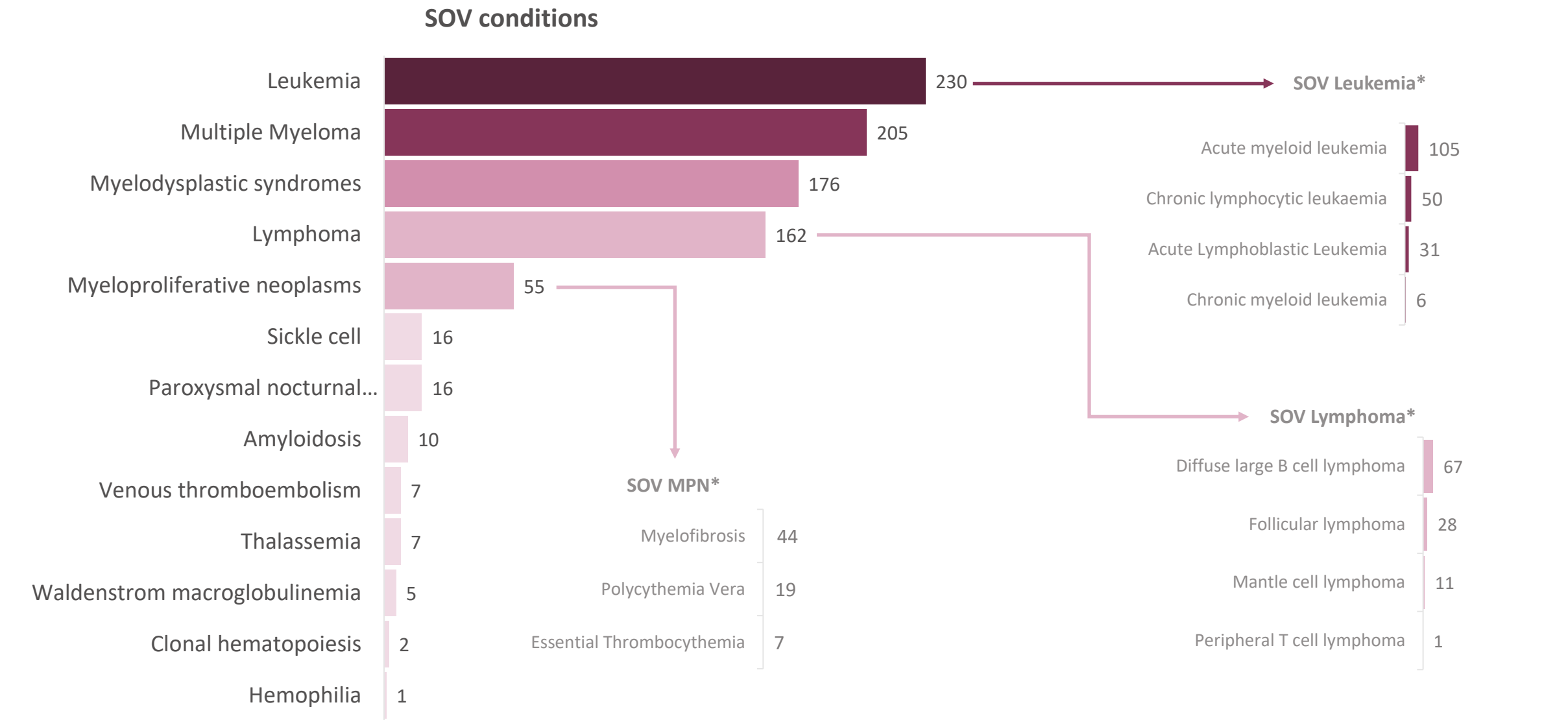
(multiple myeloma social media).

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



# SOV of clinical trials most discussed

Tip : click on the trial names to look at their [clinicaltrials.gov](https://clinicaltrials.gov) pages

Myelodysplastic  
syndromes



**COMMANDS**  
luspatercept



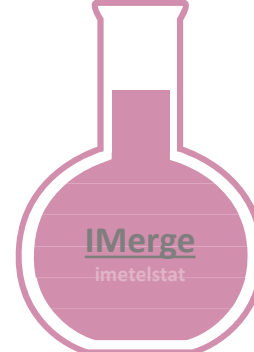
Acute myeloid  
leukemia



**MORPHO**  
gilteritinib



Myelodysplastic  
syndromes



**IMerge**  
imetelstat



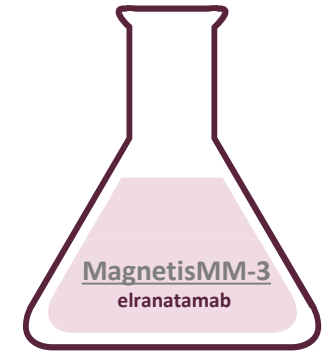
Primary Mediastinal  
Large B-Cell  
Lymphoma



**IELSG37**

International Extranodal Lymphoma  
Study Group (IELSG)

Multiple myeloma



**MagnetisMM-3**  
elranatamab



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.

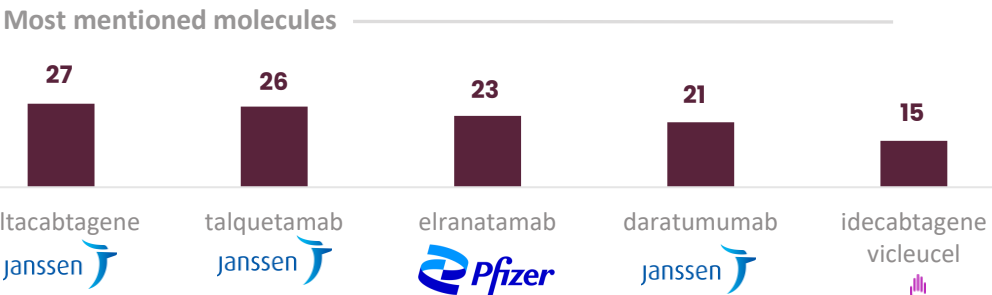
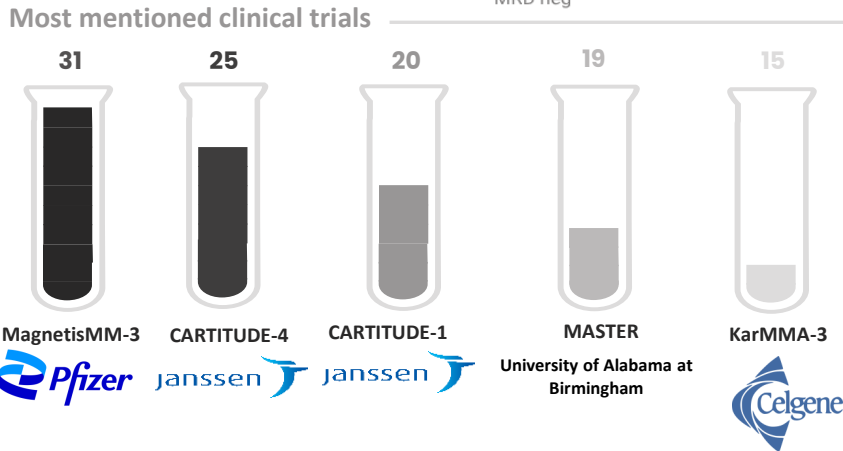
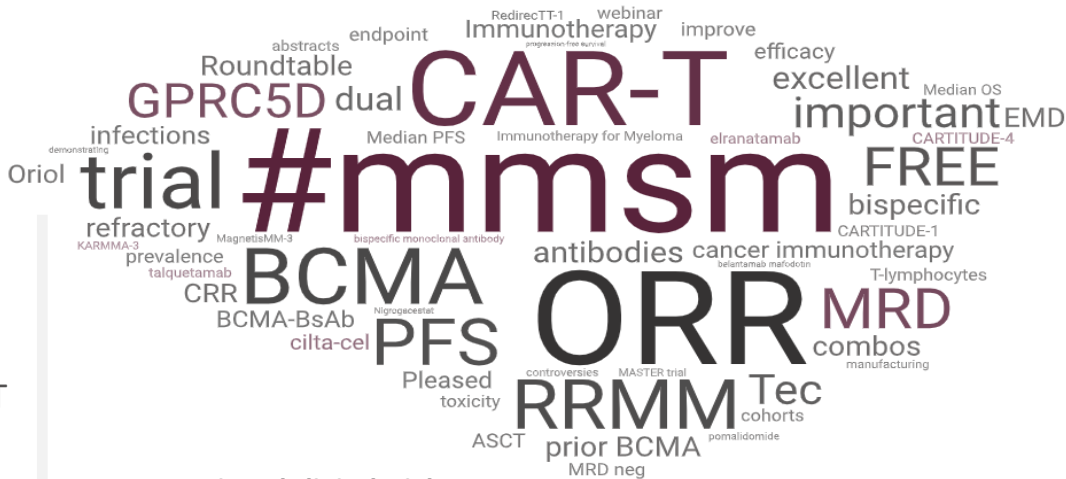
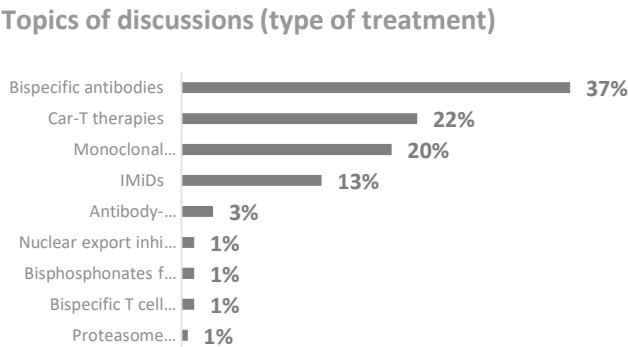
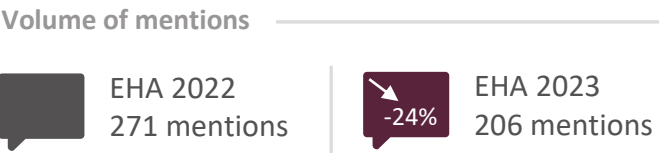
The purpose of this trial is to test whether radiation therapy is really necessary in patients where PET/CT has shown that the tumor is no longer active. Therefore we will compare radiation treatment with careful observation.

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 **cilta-cel** being the most mentioned molecule.



## Top posts from HCPs per engagement

Impressive progression free survival in CARTITUDE-1 for RRMM presented by @MunshiNc although responses are not associated with persistence of CAR-T product.  
I'm still wondering if we'll see a plateau from a myeloma CAR.

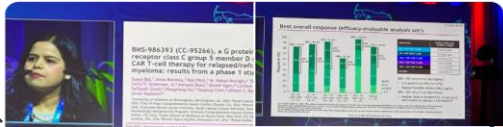
#EHA2023 #mmsm

[Traduire le Tweet](#)

EHA has begun! Privileged to share the stage with gurus of immunotherapy to discuss the future of myeloma! @DrKrinaPatel  
#EHA23 #whereisdrjoe

[Traduire le Tweet](#)

A new Model CAR?? Susan Bal presented a GPRC5D directed CAR-T (BMS 986393) seems to have lower rate of infection than BCMA with excellent ORR of 86% even in those with prior BCMA at 76%. So important to develop non BCMA CARs #MMSM #EHA23

[Traduire le Tweet](#)



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