



CLL Genetic Analysis Program, Janssen GCC

JAMES Burke Award Competition

Feb, 2019



PHARMACEUTICAL COMPANIES
OF *Johnson & Johnson*

Janssen is proud to feature artwork created by people affected by the illnesses and diseases we are committed to treating and preventing.

Story script

- Chronic lymphocytic leukemia (CLL) is a hematological malignancy with a heterogeneous nature, some patients respond to conventional therapies, like chemo immunotherapy with acceptable survival outcomes while others respond poorly to these treatments. Now it is known that this is due to personal genetic differences.
- Due to the recent advances in science, it is now possible to identify the patient's genetic map and personalize the treatment according to their mutational status: given either conventional therapy or new targeted agents, like [IMBRUVICA](#)
- This is very close to individualized targeted treatment!
- Unfortunately, in Saudi Arabia, there is no single cancer center accredited to perform this genetic analysis for chronic lymphocytic leukemia patients - a clear unmet medical need!
- Janssen GCC partnered with Saudi Society of Bone Marrow and Transplantation and 2 International reference Labs (Bioscentia in Germany and Institute of Oncology Research in Switzerland) on two programs to facilitate performing the tests for patients living in the Kingdom.
- First program is a quick win with a short term impact: Janssen is supporting the analysis of samples by a reference Lab in Germany.
- The second project is a long term project with a higher impact - Janssen will support the hematology community in Saudi Arabia to develop 2 Centers of Excellence in Chronic Lymphocytic Leukemia management. These Centers will provide regional support to all other cancer centers in Saudi Arabia and develop the first Saudi Arabia CLL working group. Two Lab personnel will be training in IOR on the technique and get their Labs accredited by ERIC. This will ensure the knowledge and skills are brought to the country, and ensure sustainability of the project
- As a result, more than 23 cancer centers in Saudi Arabia have joined CLL Genetic Analysis Program with 90% coverage of cancer centers in KSA.
- The project was highly endorsed by the Society, Hematologists and Scientific Community (put pics of conferences and twitter)
- 23 points increase in brand endorsement index after launch of the project
- IMBRUVICA market share has increased from 6% to 20% in frontline CLL
- And this is just the beginning