

SCORE= 1

Financial Implications
to Peak Revenue**Leqvio Launch Lags**

Leqvio, (inclisiran), an injectable drug for the lowering of cholesterol, is expected to be a multi-Billion peak sales brand and is one of the brands Novartis is counting on to meet its **midterm growth objectives**. Leqvio received FDA final approval in December 2021. Leqvio sales were \$14M, \$22M and \$34M in the first 3 quarters of 2022 respectively. US LOE is 2036.

The therapy forms the basis of Novartis's \$9.7bn acquisition of The Medicines Company in 2020, is expected to become an important pillar of the company's cardiovascular disease portfolio.

<https://www.scrip.pharmaintelligence.informa.com/SC146742/Leqvio-Sales-Still-Lag-But-Novartis-Is-Playing-The-Long-Game> July 20, 2022

Strategy (Sales layoffs+)

Novartis plans to lay off up to 8,000 amid sweeping restructuring, June 29, 2022

As it continues a yearslong transformation into a more streamlined company, confirmed in an email to BioPharma Dive. The Swiss drugmaker is implementing new organizational setups at its headquarters and elsewhere and is working to "rationalize" functions such as finance, legal, communications, **and engagement**. The result will be a "*leaner and simpler*" structure for Novartis.

Streamline Oncology division. Consolidate commercial ops in medicines (reps).

These moves are key to its future as Novartis faces *generic competition to Cosentyx when patent protection ends in 2027*. "As a broad range, we expect a number in the single digit thousands of roles across the company would be impacted by these changes."

<https://www.fiercepharma.com/pharma/novartis-confirms-thousands-layoffs-loom-companys-reorganization-rolls-ahead>

Novartis Rethinks Sales Strategy, New Cholesterol Drug (Leqvio) Launch, Nov. 21, 2021

Swiss drugmaker hopes to unlock large but tricky heart-medicine market with broad rollouts via hospital systems. To overcome the tricky market for new heart medicines, it is pursuing an unconventional strategy that turns the traditional drug launch on its head.

Rather than seeking to grab the attention of patients and winning support from individual physicians, the Swiss pharmaceutical giant is focusing on the people who run large hospital systems. Its pitch: A large-scale rollout of the drug, called Leqvio, could avert thousands of heart attacks and strokes.

Using EHR records, Novartis would work with health systems to identify heart patients who have trouble controlling their cholesterol with existing drugs and offer them Leqvio instead.

The drugmaker said it plans to approach about 200 health systems nationwide with this agreement offer once the FDA finalizes its review of Leqvio early next year (2022).

<https://www.wsj.com/articles/novartis-rethinks-sales-strategy-for-new-cholesterol-drug-launch-11637510400>

<https://www.beckershospitalreview.com/pharmacy/novartis-plans-unconventional-sales-strategy-for-new-heart-drug.html>

Leqvio Sales Still Lag But Novartis Is Playing The Long Game, July 20, 2022

Rod Wooten, Novartis' Global Marketing Head, said that in the US at least, "the body of evidence over time is overwhelming so physicians, healthcare systems and payers are not waiting for outcomes data to make decisions in this space," referencing the ongoing cardiovascular outcomes ORION-4 study which is not expected to read out before July 2026. "They believe in the number of trials that have shown Leqvio not only lowers low-density lipoprotein (LDL) cholesterol to significant levels but can also sustain it over time – there's great acceptance."

"What plays out in the US more is access to the medicine, affordability, and the adherence component", Wooten said, and while it is a long-term project, **working with healthcare systems that already have a 'buy-and-bill' infrastructure (where Leqvio purchased by the provider/system and is then administered to the patient in the office) or smaller community-based practices**, "we're starting to see some of the early uptakes in the building of the foundation and *expect more growth in the second half of next year.*"

<https://scrip.pharmaintelligence.informa.com/SC146742/Leqvio-Sales-Still-Lag-But-Novartis-Is-Playing-The-Long-Game>

Novartis' Netflix moment? Big Pharma launches new on-demand video hub to boost digital engagement with doctors. May 3, 2022

Novartis is continuing its digital push under CEO Vas Narasimhan with a new **Netflix-style approach** to help connect with doctors and better learn what content resonates with them.

This new service, delivered by software company Evermed, works as **tailored, education-based videos aimed specifically at rheumatologists** and is known as PEAK (Personalized Education and Knowledge).

The service talks more than just meds, speaking on issues like clinical trial design, disparities in healthcare and so on—with, of course, Novartis' rheumatology drug Cosentyx being a major reason the pharma is appealing to rheumatologists.

"Our CEO has called out our need to go big on data and digital, and this on-demand series is a major example of that," Horwood said. **She believes that digital behaviors across the industry are, because of the pandemic, "taking root and will be used more and more."**

<https://www.fiercepharma.com/marketing/novartis-netflix-moment-big-pharma-launches-new-demand-video-hub-boost-digital-engagement>

New Approvals, Launches

Rich Development Pipeline shifting to High-Value NMEs.

Novartis Management highlighted several catalysts set to drive news flow in the mid & near-term:

Kisqali (ribociclib); data from the NATALEE trial in adjuvant HER2-negative breast cancer in both high- and intermediate-risk patients with breast cancer in 2023.

Iptacopan; first phase 3 trial results in patients with paroxysmal nocturnal hemoglobinuria later this year with more data readouts in other indications in 2023.

Pluvicto; phase 3 data from the PSMAfore trial in metastatic castration-resistant prostate cancer late 2022/early 2023.

Remibrutinib; phase 3 data from two trials in chronic spontaneous urticaria in 2024 and from two phase 3 trials in relapsing multiple sclerosis in 2025.

Scemblix (asciminib); data from the CML-CP trial in first line CML in 2024.

<https://www.novartis.com/news/media-releases/novartis-unveils-new-focused-strategy-underpinned-eight-potential-multi-billion-dollar-peak-sales-brands-deep-pipeline-meet-management-event>

Novartis has most new approvals, but Lilly's are worth more, September 22, 2022

Novartis emphasized it is **prioritizing its pipeline to "focus on high value NMEs"**, at an investor event held today (Novartis starts the fight back, September 22, 2022). Quantity does not necessarily mean quality – when it comes to the value of big pharma's most recent arrivals, Novartis ranks thoroughly middle table, our analysis finds.

Novartis's total has been buoyed by three recent regulatory nods, for the PCSK9 Leqvio, the kinase inhibitor Scemblix and the radiopharmaceutical Pluvicto. Leqvio in particular is an important driver for the company; it is the third most valuable therapy ushered onto the market by a big pharma in the last 18 months, with a net present value of \$10.6bn.

<https://www.evaluate.com/vantage/articles/insights/nme-approvals/novartis-has-most-new-approvals-lillys-are-worth-more>