



## **AFTER A LACKLUSTER LAUNCH, KERYX'S AURYXIA APPEARS TO BE MOVING IN THE RIGHT DIRECTION ACCORDING TO SPHERIX GLOBAL INSIGHTS GMBH**

**Oct 14, 2015 – Zug, Switzerland** - Feedback gathered from 300 US nephrologists in the last three releases of *RealTime Dynamix: Bone and Mineral Metabolism*, suggests that Auryxia is finally on the upswing. Despite strong buy-in to the benefits of Auryxia and a patient population that is largely above the target range for phosphorus, the brand has struggled to gain traction among nephrologists. However, between July and August that began to shift and results from September indicate an upward momentum.

In September, market share and the percent of nephrologists using Auryxia increased significantly, more first-line use was observed and persistency rates continued to be strong. Additionally, projected increases and intended trial by non-users also showed promise. Velphoro, another relatively new iron-based phosphate binder marketed by Vifor Fresenius Medical Care Renal Pharmaceuticals, faced similar challenges but holds a slight advantage in perception of efficacy rates and enjoys encouraged use within many FMC dialysis units.

Both products still have a long way to go to present a challenge to Sanofi's Renvela which is firmly entrenched and perceived as the safest and most preferred phosphate binder on the market. Non-calcium binders, Renvela and Fosrenol, are also more likely than iron-based binders to be perceived as inhibitors of calcification. However, Amgen's Sensipar has the strongest association with this metric and nephrologists expect a similar profile in etelcalcetide, an intravenous calcimimetic which is now under FDA review.

Although nephrologists report the highest level of familiarity with pipeline products for hyperkalemia (Relypsa's Patiromer FOS and ZS Pharma's ZS-9), the interest level in Ardelyx's Tenapanor, a novel mechanism approach to treating hyperphosphatemia, is quite high. With so many patients above the target range for phosphorus coupled with an extremely high pill burden, new options for hyperphosphatemia will be welcomed by the nephrology community.

### **About Spherix Global Insights**

A newly established business intelligence and market research company headquartered in Zug, Switzerland with US offices in Cambridge, MA. Our aim is to apply our commercial experience and unique relationships within core specialty markets to translate data into insight, enabling our clients to make smarter business decisions.

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