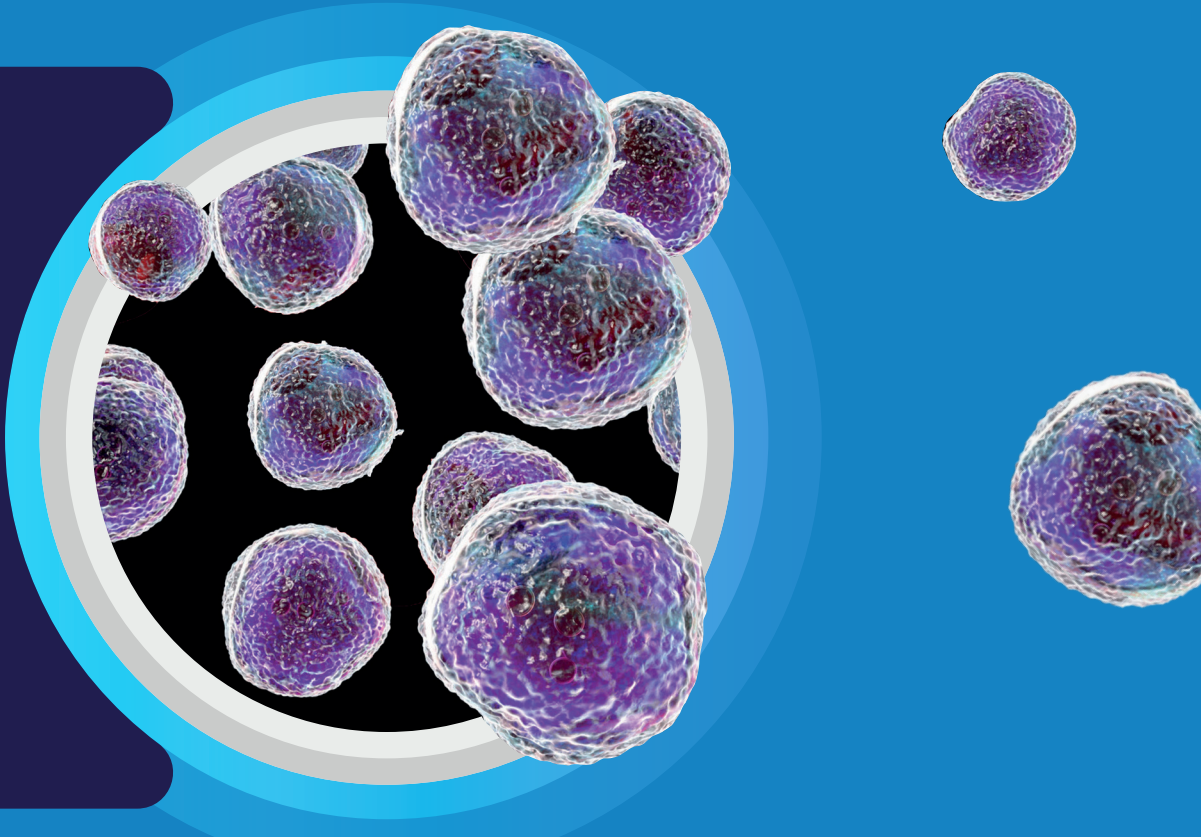


# ALL WORKING GROUP

ACUTE LYMPHOBLASTIC LEUKEMIA

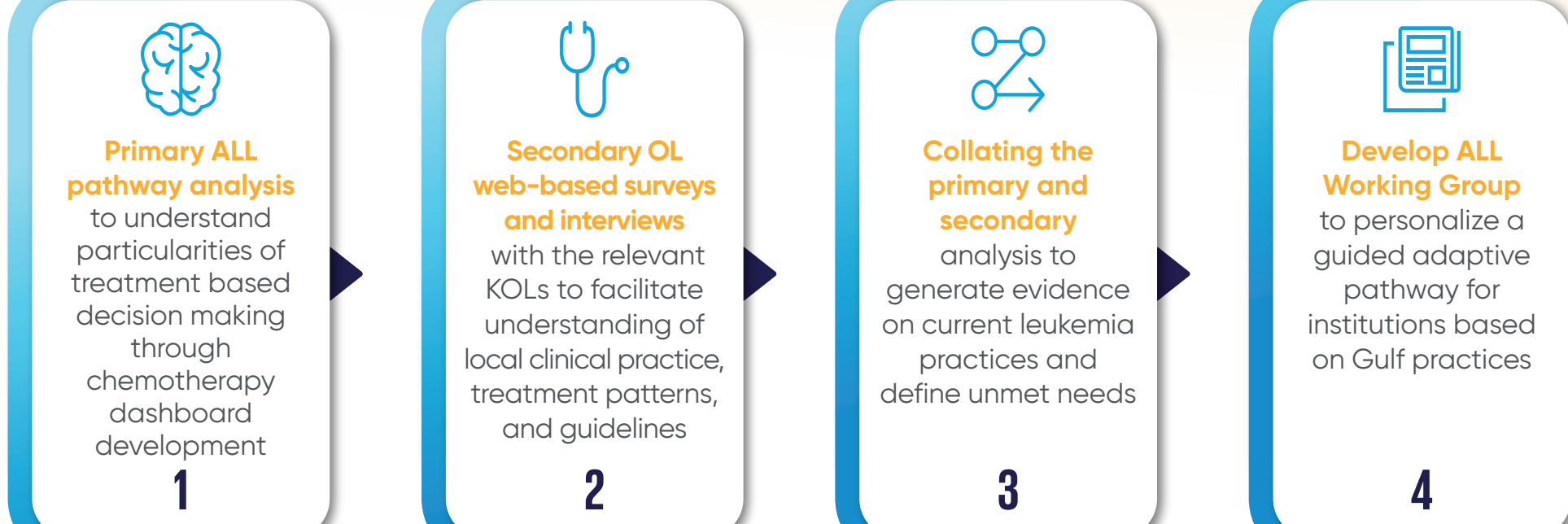
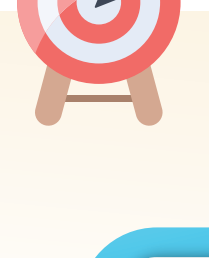


## ALL WORKING GROUP RATIONALE



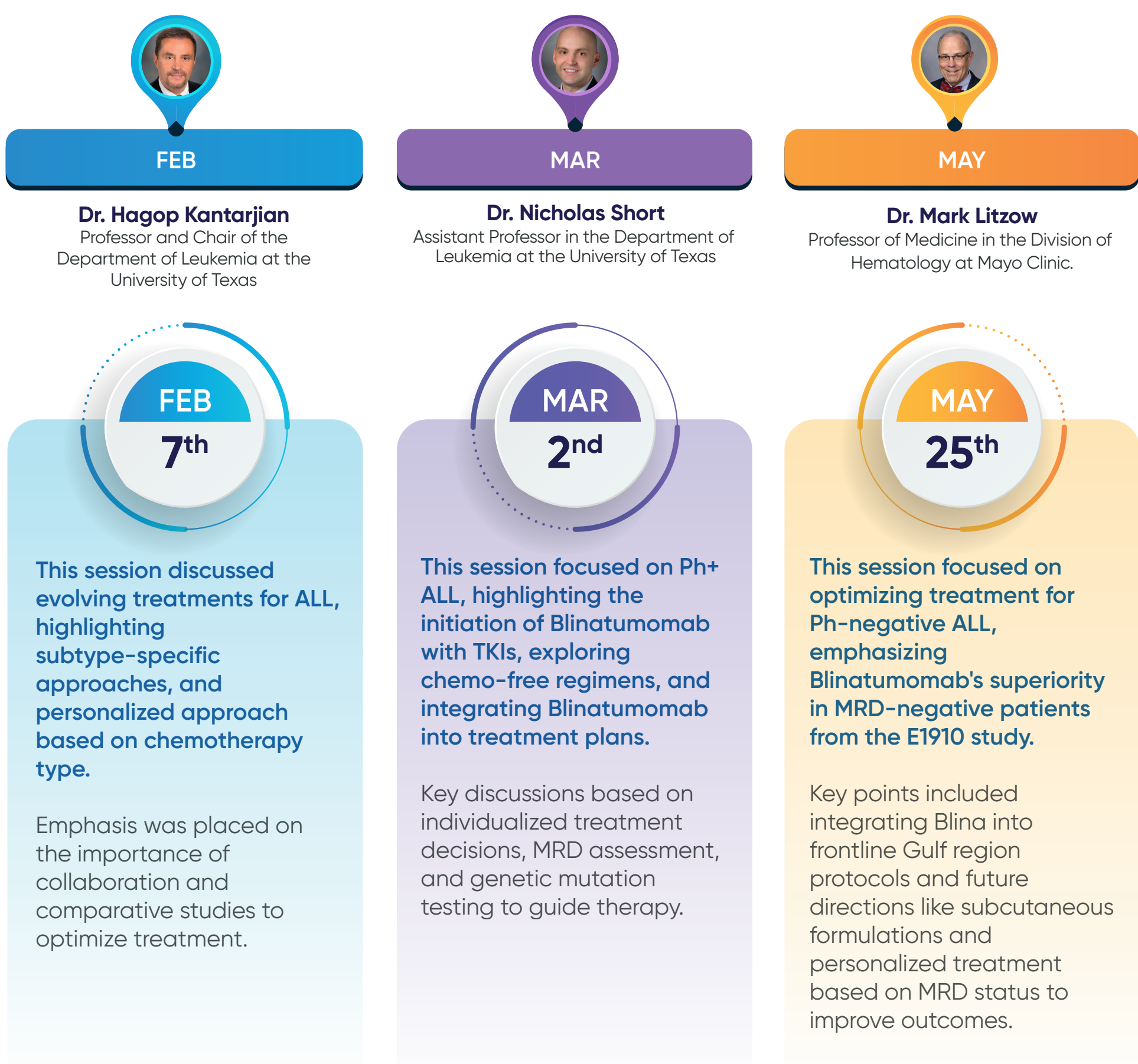
The leukemia landscape has witnessed a revolution in modern management, inspired by the emergence of chemo-free and chemo-sparing concepts that amplified the **unmet need** toward a practice change incorporating immunotherapy to first-line B-ALL.

## TO ADDRESS THE OBJECTIVES, AMGEN FOLLOWED A FOUR-PHASED APPROACH



## THE JOURNEY OF THE ALL WORKING GROUP

A journey of 3 steps that is personalized to the Gulf countries B-ALL management particularities.



## ALL ADVISORS



## OUTCOMES

DEVELOPMENT OF ADAPTIVE PATHWAYS TO INCORPORATE BLINATUMOMAB INTO 1L CONSOLIDATION FOR BOTH PH- AND PH+ BASED ON 2 PRACTICES



## ADAPTIVE PATHWAY RATIONALE

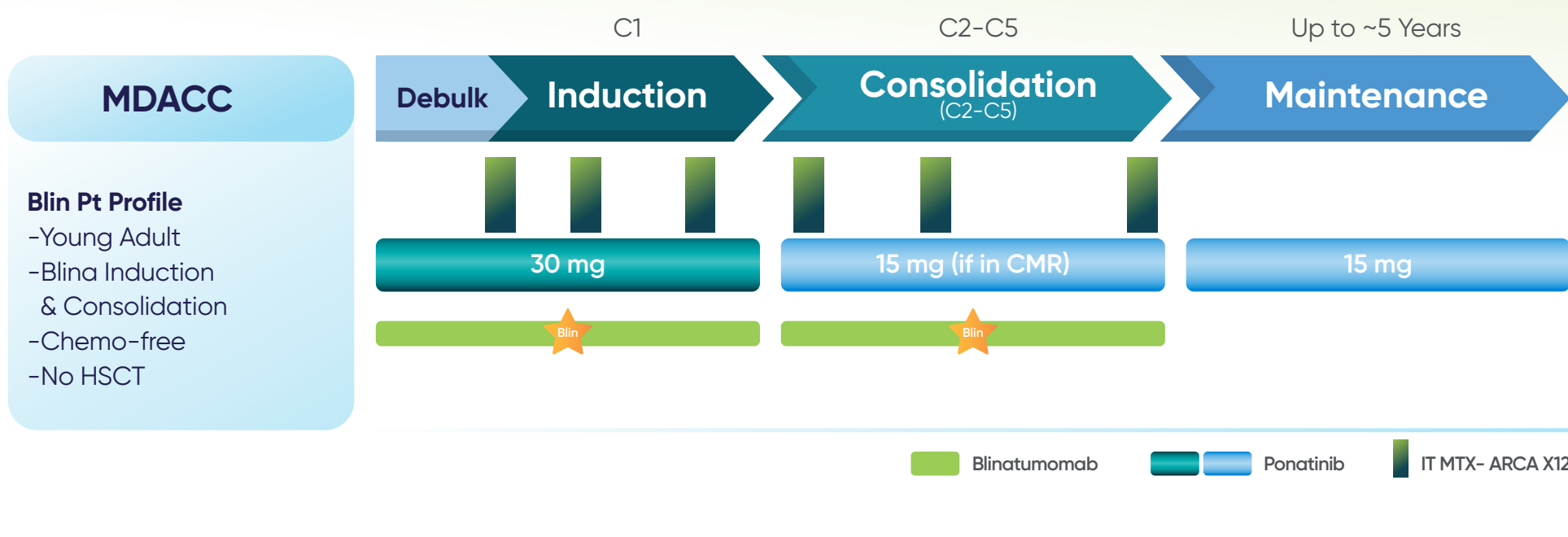


With multiple evidence-based approaches that exist for incorporating Blinatumomab into frontline therapy, experts remain uncertain about the optimal backbone therapy to pair with Blin in clinical practice.

## GULF ADAPTIVE PATHWAYS INCORPORATING BLINA IN 1L CONSOLIDATION IN 1L PH-VE



## GULF ADAPTIVE PATHWAYS INCORPORATING BLINA IN 1L CONSOLIDATION PH+VE



## MEASURING IMPACT

HCP belief shift from late to early incorporation of Blinatumomab to 1L consolidation.

Practice change toward a personalized Blin incorporation into consolidation phase based on institutional chemo backbone

## AMGEN STRATEGY

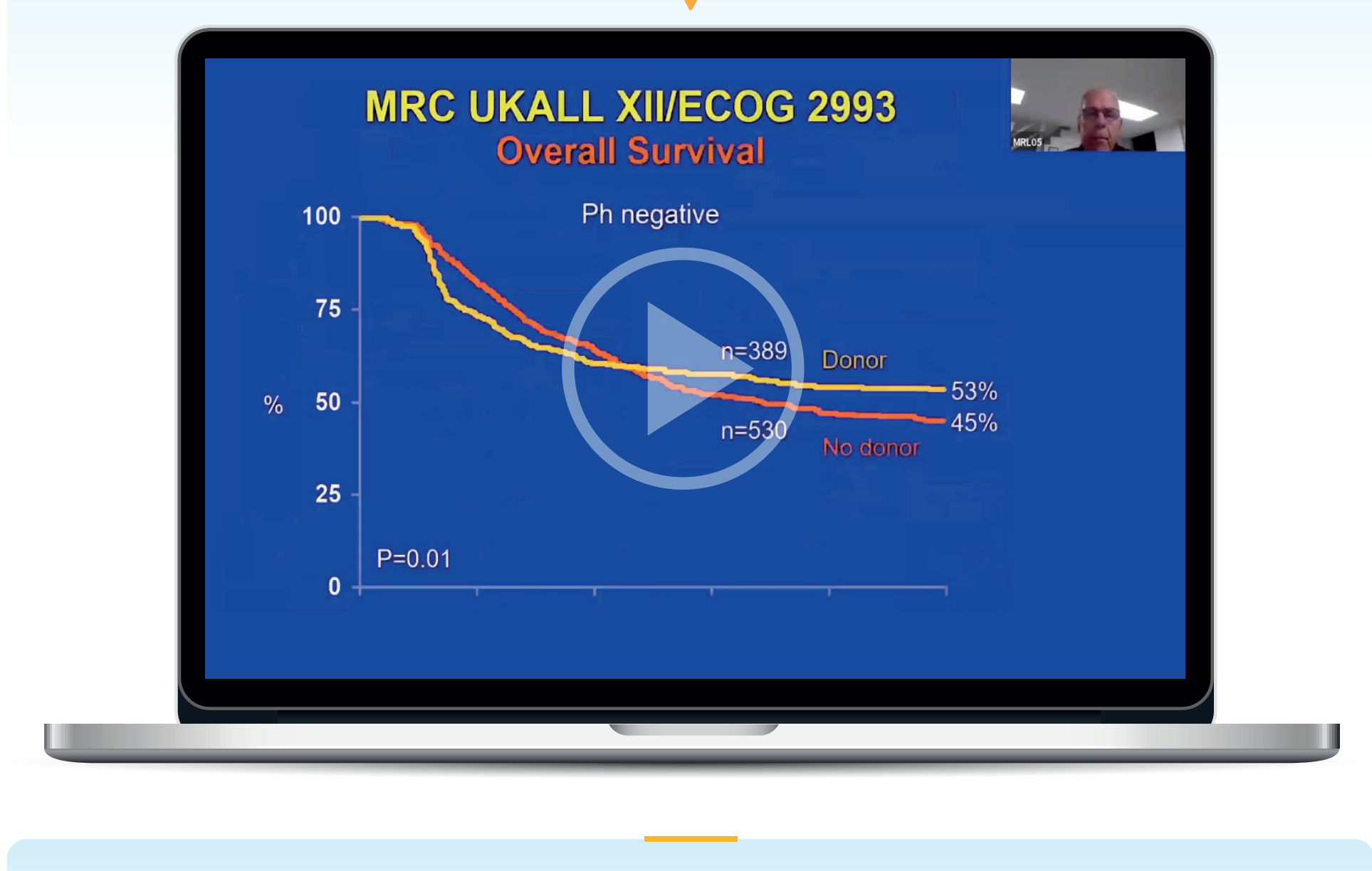


Deployment of a launch strategy in light of FDA approval on June 14<sup>th</sup>



FDA approves Blinatumomab as consolidation for CD 19-positive Philadelphia chromosome-negative B-cell precursor acute lymphoblastic leukemia.

TO FIND E1910 STUDY DETAILED FROM DR MARK LITZOW



To Find E1910 full manuscript publication

**PRESS HERE**