

# AMGEN LAUNCHES DTC CAMPAIGN

ON OCTOBER 19, 2004, Amgen launched its second Neulasta® (pegfilgrastim) direct-to-consumer (DTC) advertising campaign – “I’m Ready.” The goal of the “I’m Ready” campaign is to help facilitate stronger and more meaningful communication between healthcare providers and patients about the use of growth factors for most cancer patients receiving strong chemotherapy.

Amgen is committed to educating patients and recognizes the critical role that physicians play in determining what treatment is best for their patients. The advertisements do not claim that Neulasta® is appropriate for all chemotherapy patients and they state that patients and caregivers should discuss with their healthcare provider whether Neulasta® is appropriate for them.



## Pegfilgrastim with a Moderately Myelosuppressive Chemotherapy Regimen

Schwartzberg et al study of pegfilgrastim support with a moderately myelosuppressive chemotherapy regimen (presented at the Multinational Association of Supportive Care in Cancer (MASCC) meeting, June 25, 2004)

Phase 3, randomized, double-blind study compared Neulasta® vs placebo by measuring the incidence of febrile neutropenia (FN), hospitalizations, and IV anti-infective use in breast cancer patients receiving single-agent docetaxel therapy.

- > Current guidelines recommend first-cycle use of colony-stimulating factors (CSFs) for chemotherapy regimens associated with a 40% incidence of FN. In this trial, Neulasta® was evaluated vs placebo in reducing the incidence of FN in a regimen with an average reported FN rate of 20%.
- > The study involved 928 breast cancer patients receiving 100 mg/m<sup>2</sup> of docetaxel Q3W randomized to either Neulasta® (n=463) or placebo (n=465) for up to four cycles.
- > The percentage of patients developing FN was statistically significantly lower in the Neulasta® group (1%) compared with the placebo group (17%).
- > First- and subsequent-cycle Neulasta® also significantly reduced the rate of hospitalization and IV anti-infective use compared with placebo.
- > Neulasta® was well tolerated, with a safety profile similar to what has been seen in previous clinical trials and in our current package insert. **OA**