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Comparative Analysis of Patient Social Media Sentiment for VYVGART in gMG Compared to Treatments in Other Complex Disease Areas

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BACKGROUND

Efgartigimod and social media

- VYVGART™ (efgartigimod) is a first-in-class intravenous neonatal fragment crystallizable receptor antagonist for the treatment of patients with gMG.[1,2]
- Social media is a valuable addition to traditional data sources, capturing unfiltered and unprompted patient sentiments, about treatments, QoL, steroid use reduction, cost burdens and insurance challenges.[3,4]
- Comparing patient sentiment towards VYVGART for gMG with treatments for other complex diseases provides helpful context to interpret sentiment results.

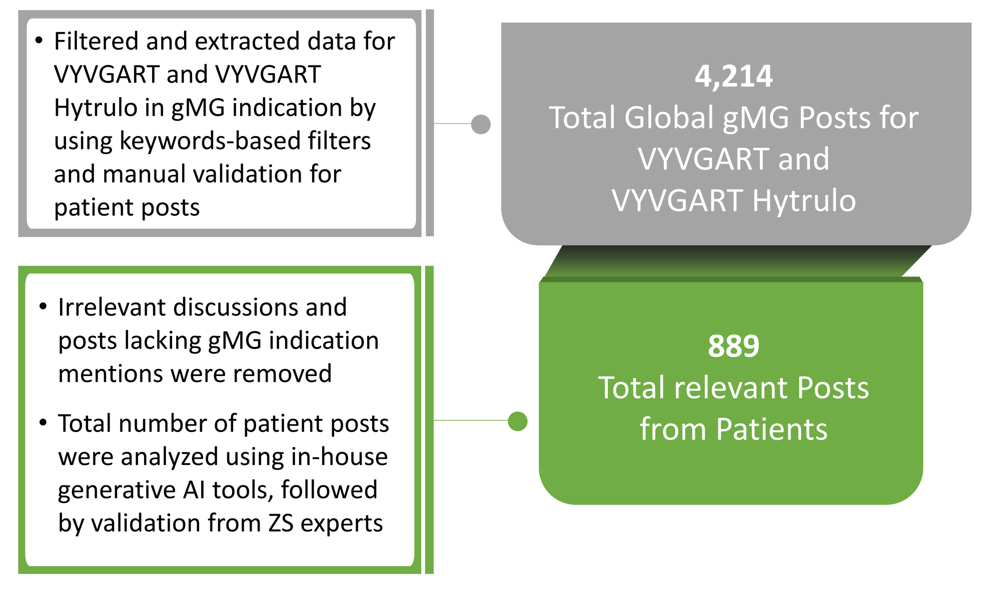
Objectives

- To compare positive, negative and neutral patient sentiment for VYVGART in gMG against treatments used in other complex diseases.

METHODS

- Patient social media posts related to VYVGART, VYVGART Hytrulo in gMG and comparator treatments in vasomotor symptoms (VMS), partial-onset seizures, and multiple myeloma (MM) were sourced via Brandwatch
- A total of 4,214 global social media posts were identified; out of this- 889 relevant patient posts from August-2021 to September-2024 were found **(Figure 1)**
- Posts were categorized by stakeholders, and analyzed using ZS GenAI algorithms with manual validation
- Relevant content for VYVGART was structured into four major themes—brand awareness, treatment access, treatment experience, and treatment support
- 12-month analysis timeframes were considered across all treatments to enable accurate benchmarking
- Sentiments associated with three comparator treatments for vasomotor symptoms (VMS), partial-onset seizures, and multiple myeloma (MM) were identified from prior social media studies

Figure 1. Data extraction and filtration methodology

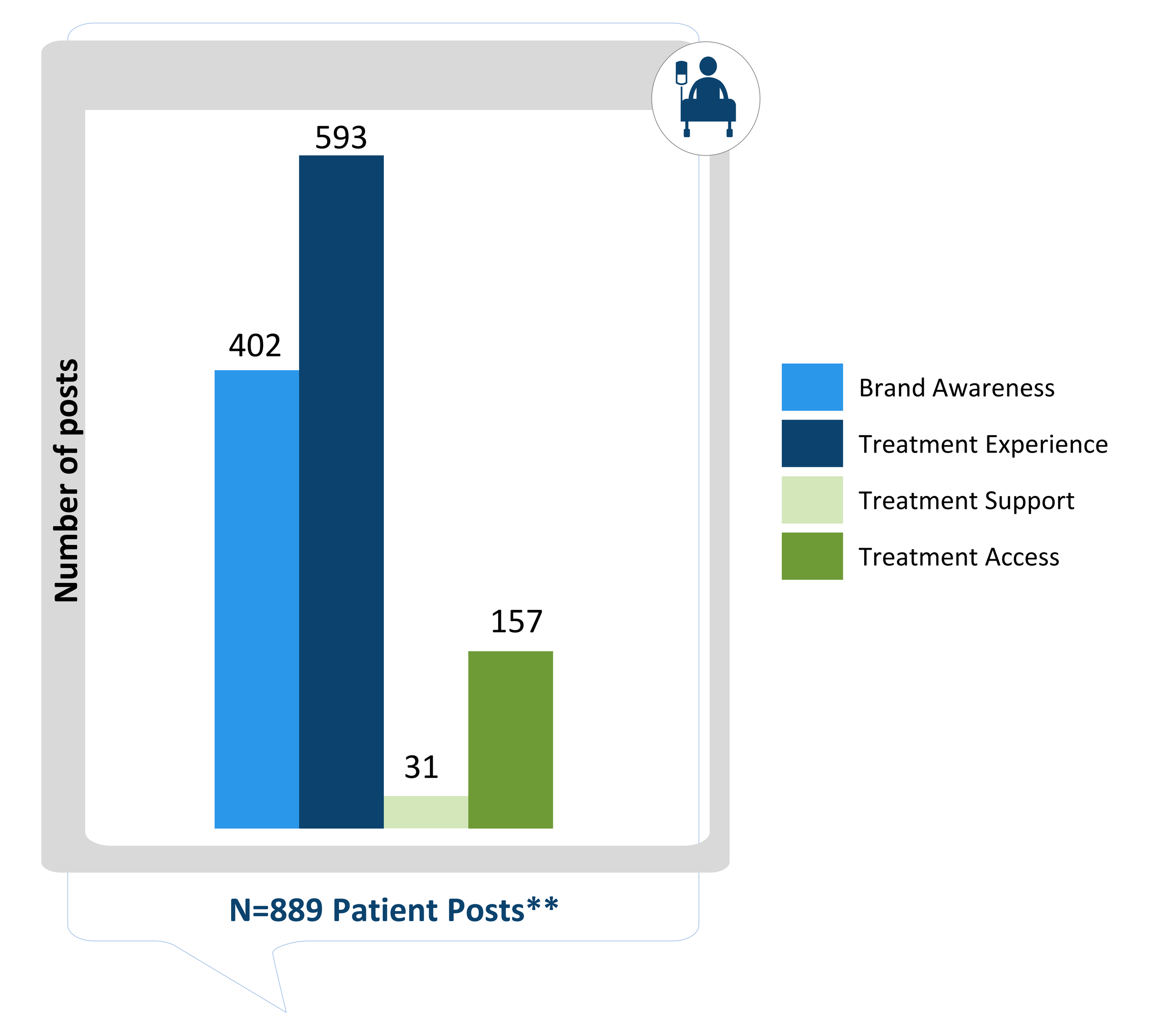


RESULTS

VYVGART Patient Post Volume and Themes

- VYVGART or VYVGART Hytrulo related patient posts on social media were categorized into four major topics: Brand Awareness, Treatment Experience, Treatment Support and Treatment Access
- Patient posts explored several underlying themes across these four major topics
- Among these posts, treatment experience was the most frequently discussed topic, followed by brand awareness **(Figure 2)**

FIGURE 2. Topic volume for VYVGART or VYVGART Hytrulo patient posts



**A post can be tagged under multiple topics, subtopics and may carry multiple sentiments, leading to total counts exceeding 100%. Therefore, topics and subtopics are not mutually exclusive.

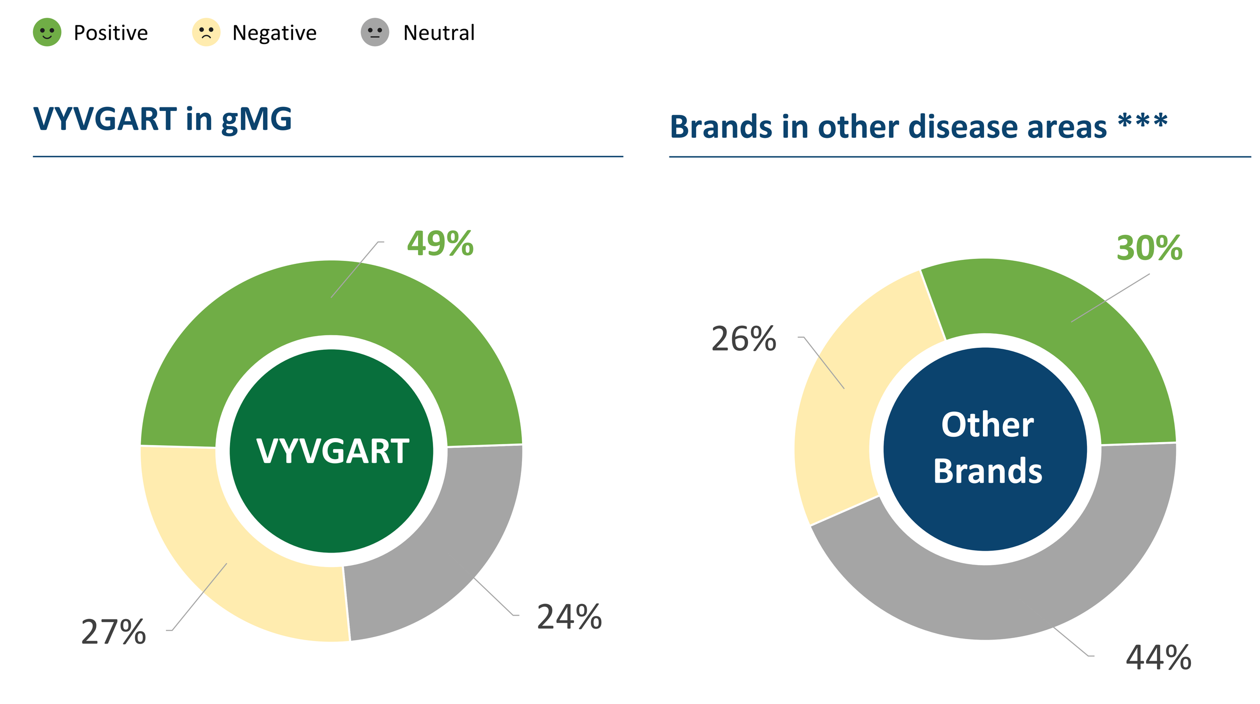
Comparison of Patient Sentiment for VYVGART in gMG with other disease areas

- Majority (49%) of VYVGART-related patient posts were positive compared to an average of 30% across three treatments for VMS, partial-onset seizures, and MM
- 27% of VYVGART-related patient posts were negative compared to an average of 26% across three treatments for VMS, partial-onset seizures, and MM
- 24% of VYVGART-related patient posts were neutral compared to an average of 44% across three treatments for VMS, partial-onset seizures, and MM **(Figure 3)**

Patient Sentiment for brands in other disease areas

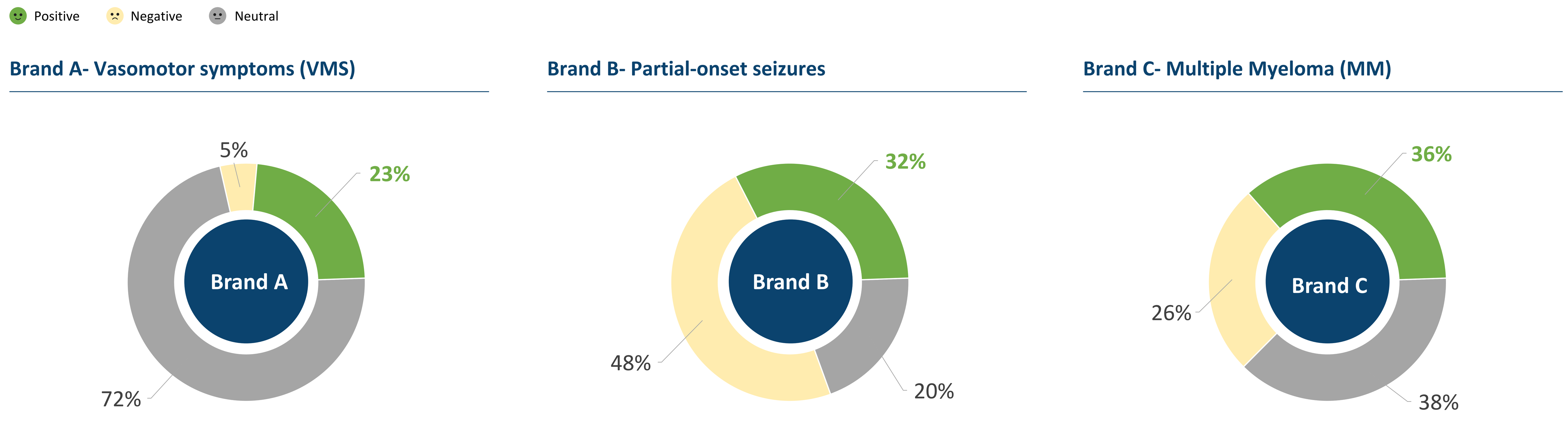
- Brand A showed low positive sentiment (23%) and high neutral sentiment (72%), indicating limited patient-perceived benefit and minimal emotional engagement
- Brand B elicited 32% positive sentiment but had the highest negative sentiment (48%) among comparators, suggesting concern or dissatisfaction was expressed by a larger subset of patients
- Brand C demonstrated the most favorable sentiment profile among comparators, with 36% positive sentiment and a balanced distribution of negative (26%) and neutral (38%) responses **(Figure 4)**

FIGURE 3. Comparison of overall patient sentiment



***Average for overall patient sentiment for Brand A, B and C has been calculated

FIGURE 4. Brand A, B, C- Overall Patient Sentiment



KEY TAKEAWAYS | LIMITATIONS

Compared to treatments for VMS, partial-onset seizures and MM, VYVGART generated higher positive sentiment, comparable negative sentiment and lower neutral sentiment among patients.

These findings suggest a favorable perception of VYVGART in the patient community and reinforce the utility of social media as a complementary evidence source.

- Analysis was limited to English-language posts and may not capture global or non-English-speaking patient perspectives.
- Differences in disease burden, treatment expectations, and patient demographics across gMG, VMS, partial-onset seizures, and MM may influence sentiment independently of drug performance.

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ABBREVIATIONS

GenAI: generative artificial intelligence; gMG: generalized myasthenia gravis; MM: multiple myeloma; QoL: quality of life; VMS: vasomotor symptoms.

DISCLOSURES AND ACKNOWLEDGMENTS

TH: Employee of argenx; KB, AB, SJ, ASS : Employees of ZS Associates and serve as paid consultants for argenx.

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