

(PS2461) EVOLVING TREATMENT PRIORITIES IN HEMOPHILIA: PHYSICIAN AND PATIENT PERSPECTIVES ON CONVENIENCE, QUALITY OF LIFE, AND THE EMERGING ROLE OF REBALANCING AGENTS ACROSS THE US AND EU5

Topic: 34. Bleeding disorders (congenital and acquired)

Sarah Hendry^{*1}, Sam Young¹

¹*Spherix Global Insights, Exton, United States of America;*

Background

With multiple novel agents entering the hemophilia landscape, treatment priorities are shifting beyond bleed prevention toward holistic, patient-centered outcomes. Rebalancing agents such as *fitusiran (Qfitlia)*, *marstacimab (Hympavzi)*, and *concizumab (Alhemo)* have introduced opportunities to reduce treatment burden and better align with patient lifestyle and preference, marking a fundamental evolution in disease management.

Aims

To examine physician perspectives across the US and EU5 on evolving treatment priorities, the growing influence of patient voice, and the impact of convenience attributes associated with rebalancing agents.

Methods

Data were drawn from three independent Spherix Global Insights studies conducted in 2025: *Market Dynamix™ Hemophilia (US)* (n=56 hematologists), *Market Dynamix™ Hemophilia (EU5)* (n=160 hematologists across the UK, France, Germany, Italy, and Spain), and *Launch Dynamix™ (US)* (n=49 hematologists). Quantitative surveys and qualitative interviews explored management patterns, unmet needs, and drivers of adoption for recently approved or emerging rebalancing agents.

Results

Across geographies, hematologists reported a marked increase in emphasis on *quality of life* and *daily-life convenience* in treatment selection. Over half of US and EU physicians cited treatment burden as a key determinant of therapy choice, with dosing frequency, administration route, and adherence challenges now ranked alongside efficacy. In the US, early adopters of fitusiran described substantial perceived reductions in treatment complexity, with projected patient use expected to triple within six months of launch. In Europe, enthusiasm for concizumab and marstacimab was strongest for inhibitor populations, though convenience attributes such as prefilled pens and subcutaneous delivery increasingly influenced broader patient groups. Familiarity and satisfaction with rebalancing agents rose steadily across both regions, reflecting growing clinical confidence and recognition of their alignment with patient-centric care.

Summary/Conclusion

The emergence of rebalancing agents has accelerated a global paradigm shift toward shared decision-making and individualized care in hemophilia. As treatment expectations expand beyond bleed control to encompass lifestyle and mental well-being, convenience and patient voice have become defining measures of therapeutic success.

Copyright Information: (Online) ISSN: 2572-9241

©2026 The Author(s). HemaSphere is published by John Wiley & Sons Ltd on behalf of European Hematology Association. This is an open access Abstract Book distributed under the Attribution-NonCommercial-NoDerivs (CC BY-NC-ND), which allows third parties to download the articles and share them with others as long as they credit the author and the Abstract Book, but they cannot change the content in any way or use them commercially. **Abstract Book Citations:** Authors, Title, HemaSphere, 2026;10;(S1):pages. The abstract book DOIs can be found on the "Author Information" page.

Disclaimer: Articles published in the journal HemaSphere exclusively reflect the opinions of the authors. The authors are responsible for all content in their abstracts including accuracy of the facts, statements, citing resources, etc.