

# Novel Therapy Launch Brands

## Insights from Veeva Projected Prescription and Procedure Data: Commercial Momentum and Market Adoption

Powered by [Compass Prescriber and National](#), this report shows estimated unique patient starts and healthcare providers (HCPs) across recent novel therapy launches. Compass includes non-retail channels, offering a more complete picture of commercial momentum. The performance metrics below represent cumulative, launch-to-date totals.

Brand	Manufacturer	Disease Area	Cumulative Patient Starts	Cumulative HCP Counts
<b>Adstiladrin</b>	Ferring Pharma	Bladder Cancer	3,165	787
<b>Anktiva</b>	Altor BioScience	Bladder Cancer	788	289
<b>Attruby</b>	BridgeBio Pharma	Cardiomyopathy	5,370	977
<b>Cobenfy</b>	Bristol Myers Squibb	Schizophrenia	32,794	12,599
<b>Livdelzi</b>	Gilead Sciences	Liver Cirrhosis	5,106	1,504
<b>Miplyffa</b>	Zevra Therapeutics	Niemann Pick Disease	122	37
<b>Niktimvo</b>	Incyte	Graft Versus Host Disease	1,491	603
<b>Revuforj</b>	Syndax Pharma	Acute Leukemias (ALL, AMML, AML)	881	481
<b>Rezdiffra</b>	Madrigal Pharma	Liver Fibrosis	36,541	4,725
<b>Wainua</b>	AstraZeneca	Amyloidosis	1,108	287

Data through March 31, 2026

### Additional recent launches also available:

- **Bildyos** (Organon Pharma)
- **Bilpreveda** (Organon Pharma)
- **Cardamyst** (Milestone Pharma)
- **Inlexzo** (Janssen Pharma)
- **Inluriyo** (Eli Lilly and Company)
- **Itvisma** (Novartis)
- **Javadin** (Azurity)
- **Keytruda Qlex** (Merck)
- **Kirsty** (Biocon Biologics)
- **Kyxata** (Avyxa Pharma)
- **Myqorzo** (Cytokinetics)
- **Palsonify** (Crinetics Pharma)
- **Rybrevant Faspro** (Janssen)
- **Starjemza** (Hikma Pharma)
- **Tyzavan** (Hikma Pharma)
- **Voyxact** (Otsuka)
- **Yartemlea** (Omeros)

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