

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
Baxfendy	AstraZeneca (AZ)	Hypertension	1,411	618
Exdensur	GSK	Asthma	805	229
Icotyde	Janssen (J&J Innovative Medicine)	Psoriasis	2,506	918
Inluriyo	Lilly	Breast Cancer	1,463	647
Keytruda Qlex	Merck	Multiple Oncology Indications	8,747	1,225
Lynkuet	Bayer	Menopause	19,107	7,809
Modeyso	Jazz Pharma	Brain Cancer	505	115
Myqorzo	Cytokinetics	Cardiomyopathy	1,150	232
Rhapsido	Novartis	Urticaria	6,392	2,314
Voyxact	Otsuka	Immunoglobulin A Nephropathy	1,157	205

Data through June 30, 2026

Additional recent launches also available:

- **Idvynso** (Merck)
- **Lifyorli** (Corcept Therapeutics)
- **Qivigy** (Kedrion Biopharma)
- **Vybrique** (IBSA Pharma)
- **Yuvezzi** (Tenpoint Therapeutics)

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