



Free Daily Pharma Industry Newsletter Every business day, *FiercePharma* updates pharmaceutical executives on the latest Pharma industry news and deals. Stay up to date on:

Pharma Company News | Generic Drug Companies | Pharmaceutical Marketing & Sales | FDA Regulations & Warnings | Phase IV Clinical Trials

[Click here](#) to see a sample.

We never sell or give away your contact information. Our readers' trust comes first.



FOLLOW US

Topics: Regulatory

With nod, Roche's Kadcyła should quickly become blockbuster

FDA approves highly anticipated treatment for late-stage breast cancer

February 22, 2013 | By [Eric Palmer](#)

SHARE

At an earnings call last month, Roche ([\\$RHHBY](#)) CEO [Severin Schwan](#) crowed a bit about the Swiss company's future, pointing to drugs in the pipeline like its highly anticipated breast cancer treatment and potential blockbuster [T-DM1](#). Today, the FDA gave approval to the drug, which will be marketed as Kadcyła, for patients with HER2-positive, late-stage (metastatic) [breast cancer](#). The drug will have an estimated monthly cost of \$9,800, or about \$94,000 for a full course of treatments, *Forbes* reports. As *FierceBiotech* points out, forecasts have put peak sales of the breakthrough antibody drug conjugate at between \$2 billion and \$5 billion. Roche has reported that in a Phase III study, the drug reduced the risk of death among patients by 32% compared to the standard-of-care arm. [Story](#) | [More](#)

Email

11

Tweet

12

Share

0

Like

0

+1

The Biotech Primer: An insider's guide to the science driving the biotech and pharma industries

This 200-page book takes an in-depth look at the biotech industry and the science that drives it. Although the industry itself is constantly changing, these fundamental concepts upon which it is built will remain important for years to come - and decision-makers who understand these fundamentals will be better able to evaluate and predict new trends. [Click here](#) to buy today!

Sign up for our free newsletter

TOOLS

Comment

Print

Contact Author

JOIN 150,000+ INSIDERS
SIGN UP FOR OUR
NEWSLETTER

FiercePharma is the pharma industry's daily monitor, with a special focus on pharmaceutical company news and the market development of FDA approved products. Join thousands of pharma industry leaders who get *FiercePharma* via daily email. Sign up today!

A NEW eBook from:
FiercePharma

DOWNLOAD TODAY!

POPULAR STORIES

MOST READ | MOST SHARED

[Sanofi, Viehbach accused of kickback scheme in whistleblower suit](#)

[Actavis cuts 200 U.S. jobs, perhaps providing a glimpse of what is in store at Allergan](#)

[BMS makes cuts in China, reports say up to 1,000](#)

[Pfizer believes a dose of confidence will help it sell biosimilars](#)

[AstraZeneca pay-to-delay could cost it and the industry billions of dollars](#)

THE LIBRARY: EBOOK

eBook | [Secure File Sharing in a Disaggregated Industry](#)

| SPONSORED BY: [INTRALINKS](#) | PUBLISHER: OCTOBER

[Reprint](#)Filed Under [Breast Cancer](#), [Roche](#), [T-DM1](#)

COMMENTS

0 Comments [FiercePharma](#)[Login](#) ▾

Sort by Best ▾

[Share](#) [Favorite](#) ★

Start the discussion...

Be the first to comment.

ALSO ON FIERCEPHARMA

WHAT'S THIS?

Report: Orphan drugs to nab 19% of drug sales by 2020--if payers don't ...

2 comments • a month ago

saw123 — I liked the segue from orphan drugs to Gilead's drugs for a large market. The orphan drugs are ...

U.K. gatekeepers toughest on cancer meds--and getting tougher all the time

1 comment • 10 days ago

OllieProphet — The Death Panels, described so clearly during the ACA (ObamaCare) debates by its ...

GSK ready to ax hundreds in U.S., sources tell Bloomberg

1 comment • 3 days ago

aharre112000 — Typically what happens when forecasts are not met.....http://ah2andbeyond.com/social...

Lundbeck CEO exits in disgrace, endangering key new launches

3 comments • 10 days ago

M — I'm clearly stupid.

[Subscribe](#)[Add Disqus to your site](#)[Privacy](#)

31

The shift from fully-integrated pharmaceutical companies to the more externalized, networked model of R&D is increasingly prominent. This eBook looks into the need for secure, cloud-based platforms to share files and collaborate. [Download today!](#)

[MORE ITEMS](#)

LATEST COMMENTARY

Pfizer believes a dose of confidence will help it sell biosimilars

We publish, you pick: FiercePharma's 10 best-read stories of 2014

Who are the stars of personalized meds? Roche, Novartis and J&J

Takeda scrambles to fix glitches in Contrave direct-delivery launch

Sanofi's U.S. sales team gets its close-up--and a promised makeover

EVENTS

DrugDev Presents: SCRS Webinar - Sites Report How to Make Life Easy for Them

7th annual Pre-Filled Syringes
28-29 January 2015 — London, UK

FierceBiotech presents: Executive Breakfast at the J.P. Morgan Healthcare Conference
January 13, 2015 — San Francisco, CA

[MORE EVENTS](#)

PRESS RELEASES

PneumRx Acquired by BTG plc for up to \$475 Million

KindredBio Announces Update on AtoKin and Atopic Dermatitis

FEATURED JOBS

> Need a job? Need to hire? Visit our jobs site.

to EUR 385M (USD 475M)

Powdered measles vaccine found safe in early clinical trials

Novavax (NVAX) Receives FDA Fast-Track Designation for RSV F Vaccine Candidate

More Press Releases

A publication of

FiercePharma is the pharma industry's daily monitor, with a special focus on pharmaceutical company news and the market development of FDA approved products. Join 150,000+ pharma industry leaders who get *FiercePharma* via daily email. [Click here](#) to get your free weekly email briefing today!

The FierceMarkets Network:

Telecom

- [FierceCable](#)
- [FierceDeveloper](#)
- [FierceWireless:Europe](#)
- [FierceWirelessTech](#)
- [FierceOnlineVideo](#)
- [FierceTelecom](#)
- [FierceWireless](#)

Marketing & Retail

- [FierceCMO](#)
- [FierceMobileMarketer](#)
- [FierceRetail](#)
- [FierceRetailIT](#)
- [FierceMobileRetail](#)

Healthcare

- [FierceEMR](#)
- [FierceHealthcare](#)
- [FierceHealthFinance](#)
- [FierceHealthIT](#)
- [FierceHealthPayer](#)
- [FierceHealthPayerAntiFraud](#)
- [FierceMedicalImaging](#)
- [FierceMobileHealthcare](#)
- [FiercePracticeManagement](#)
- [Hospital Impact](#)

Government

- [FierceGovernment](#)
- [FierceGovernmentIT](#)
- [FierceHomelandSecurity](#)
- [FierceMobileGovernment](#)

Life Sciences

- [FierceBiotechResearch](#)
- [FierceBiotech](#)
- [FierceBiotechIT](#)
- [FierceCRO](#)
- [FierceDiagnostics](#)
- [FierceDrugDelivery](#)
- [FierceMedicalDevices](#)
- [FiercePharma](#)
- [FiercePharmaManufacturing](#)
- [FiercePharmaMarketing](#)
- [FierceVaccines](#)
- [FierceAnimalHealth](#)

Enterprise IT

- [FierceBigData](#)
- [FierceCIO](#)
- [FierceContentManagement](#)
- [FierceEnterpriseCommunications](#)
- [FierceITSecurity](#)
- [FierceMobileIT](#)

Energy

- [FierceEnergy](#)
- [FierceSmartGrid](#)

Finance

- [FierceCFO](#)
- [FierceFinanceIT](#)

[Home](#) | [Subscribe](#) | [Manage Newsletter Subscriptions](#) | [Advertise](#) | [Contact](#) | [Mobile Apps](#) | [RSS](#) | [Privacy](#) | [Editors](#) | [List in Marketplace](#)

© 2014 FierceMarkets, a division of Questex Media Group LLC. All rights reserved.