

EHA2022: What Hematology Trends Attracted Media Attention?

Media Analysis Summary



Top 5 diseases in the EHA2022 Congress debate by share of voice



31%

Lymphoma



22%

Multiple myeloma



15%

Leukemia



10%

Sickle cell disease



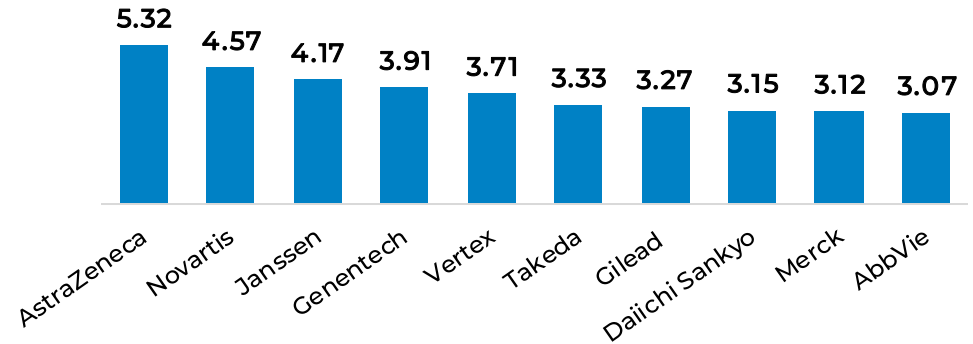
8%

Beta thalassemia

Many media outlets noted that there were some important and potentially practice-changing studies in lymphoma at the European Hematology Association's (EHA) 2022, making this particular disease the most widely discussed one in the media conversation.

For example, AbbVie and partner Genmab presented data on their lymphoma bispecific antibody at the meeting, while Caribou Biosciences reported new results from an early-stage study evaluating an experimental lymphoma treatment that involves CRISPR gene editing.

Top 10 organisations in the EHA2022 Congress debate by media conversation impact score



AstraZeneca – whose key blood cancer drug Calquence generated sales of more than \$1.2 billion last year – became the most influential company.

5 key takeaways from the EHA2022 Congress

- Lymphoma became the media's focus
- M&A and gene therapies made companies influential
- CRISPR still looks bloody good
- Positive data can result in positive share price movements
- Blood cancers remain challenging

Read the whole analysis here:

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