



Value of Medical Innovation in Myeloma

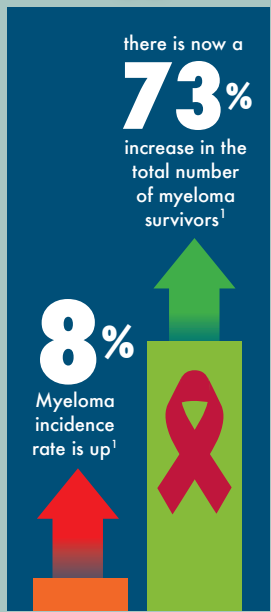
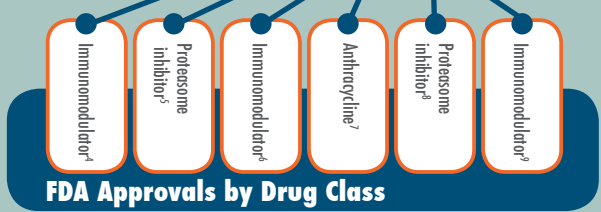
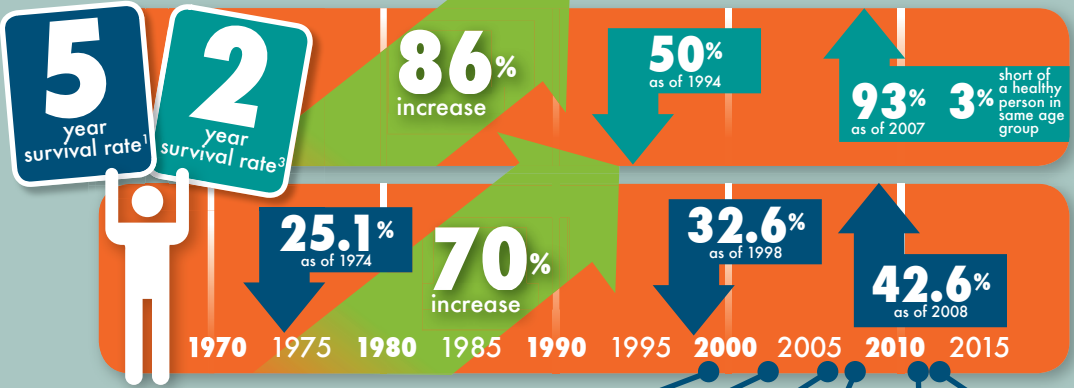
The incidence of cancer continues to increase worldwide.¹ However, in recent years substantial progress has been made through medical innovation to help people become free from diseases such as cancer, allowing them to live longer, better and healthier lives.



Multiple myeloma is a blood cancer that causes excessive production of white blood cells, which accumulate in the bone marrow.²



Ten years ago, people with multiple myeloma were confined to hospital beds. Today, these patients have the option of taking an oral pill, providing more convenience and flexibility.²

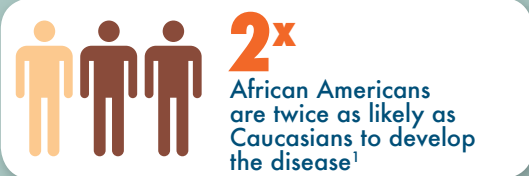


Through 1997, median survival was just 2.5 years; by 2012, median survival exceeded 10 years^{3,10}



74,800
People in the U.S. currently living with myeloma¹²

22,000
Number of Americans expected to be diagnosed with myeloma in 2013²



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