

Work log

revised- (7/29/10)

revised- (7/12/10)

new- (7/6/10)

Gleevac Infosite

Branded Leaderboards

Version 1

KIT+ GIST: Cancer Requiring a Multidisciplinary Approach
Gastroenterologists, surgeons, medical oncologists and other healthcare professionals are essential for the diagnosis and co-management of metastatic KIT+ gastrointestinal stromal tumors (GIST)

▶ [Important Safety Information](#)
▶ [Prescribing Information](#)

[Learn more](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed or refractory Philadelphia

Version 2

Tyrosine kinase inhibitors (TKIs) may improve outcomes in patients with KIT+ gastrointestinal stromal tumors (GIST)

▶ [Important Safety Information](#)
▶ [Prescribing Information](#)

[View efficacy data on one therapeutic option](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed or refractory Philadelphia

Version 3

Review the safety profile of an oral tyrosine kinase inhibitor (TKI) approved for metastatic, unresectable KIT+ gastrointestinal stromal tumors (GIST)

▶ [Important Safety Information](#)
▶ [Prescribing Information](#)

[View safety data](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed or refractory Philadelphia

Version 4

KIT+ Gastrointestinal Stromal Tumors (GIST): Important Safety
Dose escalation of GLEEVEC® (imatinib mesylate) may offer a clinical benefit to patients with unresectable and/or metastatic KIT+ GIST experiencing disease progression

▶ [Important Safety Information](#)
▶ [Prescribing Information](#)

[Can it optimize outcomes?](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed or refractory Philadelphia

Version 5

The Only Therapy Approved for First-Line Use in Metastatic KIT+ Gastrointestinal Stromal Tumors (GIST)
Review response rates and tumor control data for an oral tyrosine kinase inhibitor (TKI) used in patients with KIT+ GIST

▶ [Important Safety Information](#)
▶ [Prescribing Information](#)

[View efficacy data](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed or refractory Philadelphia

Version 6

A Patient Case Showing the Potential for Misdiagnosis in KIT+ GIST
Initial CT scans indicate ovarian carcinoma: a multidisciplinary team coordinates to properly diagnose KIT+ gastrointestinal stromal tumors (GIST)

▶ [Important Safety Information](#)
▶ [Prescribing Information](#)

[A GISTexchange patient case](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed or refractory Philadelphia

Version 7

myGISTcircle: Education and Support for Patients With KIT+ GIST
myGISTcircle is a comprehensive resource for patients with KIT+ gastrointestinal stromal tumors (GIST)

▶ [Important Safety Information](#)
▶ [Prescribing Information](#)

[Learn more](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed or refractory Philadelphia

Version 8

A Treatment Option for 5 Distinct and Potentially Life-Threatening Rare Diseases
Review clinical data supporting the use of an oral tyrosine kinase inhibitor (TKI) used for treatment of these Rare Diseases

▶ [Important Safety Information](#)
▶ [Prescribing Information](#)

[View the data](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed or refractory Philadelphia

Branded Squareboys

Version 1

KIT+ GIST: Cancer Requiring a Multidisciplinary Approach
Gastroenterologists, surgeons, medical oncologists and other healthcare professionals are essential for the diagnosis and co-management of metastatic KIT+ gastrointestinal stromal tumors (GIST)

▶ [Important Safety Information](#)
▶ [Prescribing Information](#)

[Learn more](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase.
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed or refractory Philadelphia

Version 2

Tyrosine kinase inhibitors (TKIs) may improve outcomes in patients with KIT+ gastrointestinal stromal tumors (GIST)

[View efficacy data on one therapeutic option](#)

[Important Safety Information](#)
[Prescribing Information](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase.
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed of refractory Philadelphia chromosome positive acute lymphoblastic leukemia

Version 3

Review the safety profile of an oral tyrosine kinase inhibitor (TKI) approved for metastatic, unresectable KIT+ gastrointestinal stromal tumors (GIST)

[View safety data](#)

[Important Safety Information](#)
[Prescribing Information](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase.
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed of refractory Philadelphia chromosome positive acute lymphoblastic leukemia

Version 4

KIT+ Gastrointestinal Stromal Tumors (GIST):
Dose escalation of GLEEVEC® (imatinib mesylate) may offer a clinical benefit to patients with unresectable and/or metastatic KIT+ GIST experiencing disease progression

[Can it optimize outcomes?](#)

[Important Safety Information](#)
[Prescribing Information](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase.
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed of refractory Philadelphia chromosome positive acute lymphoblastic leukemia

Version 5

The Only Therapy Approved for First-Line Use in Metastatic KIT+ Gastrointestinal Stromal Tumors (GIST)

Review response rates and tumor control data for an oral tyrosine kinase inhibitor (TKI) used in patients with KIT+ GIST

[View efficacy data](#)

[Important Safety Information](#) • [Prescribing Information](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase.
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed of refractory Philadelphia chromosome positive acute lymphoblastic leukemia

Version 6

A Patient Case Showing the Potential for Misdiagnosis in KIT+ GIST

Initial CT scans indicate ovarian carcinoma; a multidisciplinary team coordinates to properly diagnose KIT+ gastrointestinal stromal tumors (GIST)

[A GISTexchange patient case](#)

[Important Safety Information](#) • [Prescribing Information](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase.
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed of refractory Philadelphia chromosome positive acute lymphoblastic leukemia

Version 7

[myGISTtools: Education and Support for](#)

myGISTcircle: Education and Support for Patients With KIT+ GIST
myGISTcircle is a comprehensive resource for patients with KIT+ gastrointestinal stromal tumors (GIST)

[Learn more](#)

[Important Safety Information](#) • [Prescribing Information](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase.
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed of refractory Philadelphia chromosome-positive acute lymphoblastic leukemia.

Version 8

A Treatment Option for 5 Distinct and Potentially Life-Threatening Rare Diseases
Review clinical data supporting the use of an oral tyrosine Kinase inhibitor (TKI) used for treatment of these Rare Diseases

[View the data](#)

[Important Safety Information](#) • [Prescribing Information](#)

GLEEVEC® (imatinib mesylate) tablets are indicated for:

- Newly diagnosed adult patients with Philadelphia chromosome-positive chronic myeloid leukemia (Ph+ CML) in the chronic phase.
- Patients with Ph+ CML in blast crisis (BC), accelerated phase (AP), or in the chronic phase (CP) after failure of interferon-alpha therapy.
- Adult patients with relapsed of refractory Philadelphia chromosome-positive acute lymphoblastic leukemia.