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Abstract Title:
Healthcare Resource Impact of Polybalm for Prevention of Chemotherapy-Induced Nail Toxicity: An Economic Analysis

Abstract Text:

Significance & Background

Chemotherapy-induced nail toxicity is a pervasive adverse event, with incidence rates reaching 89% in breast cancer patients receiving docetaxel and 85% in those receiving paclitaxel after multiple cycles. No evidence-based topical treatment was available to manage this until Polybalm® became the first RCT-backed treatment for cancer therapy-associated nail damage. Polybalm, a polyphenolic-rich nail bed balm, demonstrated an 84% relative risk reduction in a randomized controlled trial (incidence 7% vs 43%, $p<0.0001$). This toxicity frequently manifests as onycholysis, subungual hemorrhage, and paronychia, leading to functional impairment and reduced quality of life. Management falls primarily to nursing care; however, in the absence of topical options, the only alternative has been nail cryotherapy, which requires valuable chair-time and is accessible in a minority of settings. Consequently, the economic burden is substantial, driven by dermatology referrals, podiatry visits, and secondary infection management. Furthermore, severe toxicity (Grade 2/3) necessitates chemotherapy dose reductions or delays, potentially compromising oncologic efficacy.

Purpose

To evaluate the healthcare resource impact of implementing Polybalm treatment and prophylaxis for patients receiving chemotherapy, specifically assessing impact at real-world incidence rates observed in multi-cycle regimens.

Interventions

A healthcare resource impact model was developed for a cohort of patients receiving chemotherapy annually. The model compared standard care versus Polybalm use. Inputs utilized the latest healthcare system reference costs and resource utilization, including nurse consultations, antibiotics, pain treatments, and wound care. Sensitivity analyses evaluated the

economic impact across reported incidence ranges to identify the threshold for cost neutrality.

Results

At the high incidence rates reported in literature, Polybalm prophylaxis is a cost-saving strategy. For a cohort with 85% baseline toxicity risk, the intervention prevents tens of thousands of cases annually, yielding net healthcare resource savings after offsetting intervention costs. Even with conservative incidence estimates, the net healthcare resource impact is modest. The model identifies a cost-neutrality threshold at approximately 50% incidence; above this level, the avoided management costs exceed the cost of prophylaxis.

Discussion

Commissioning Polybalm presents a strong economic case for chemotherapy-treated populations where cumulative nail toxicity risk exceeds 50%. By preventing severe nail damage, the intervention not only alleviates patient suffering but also releases healthcare resources otherwise consumed by toxicity management. Treatment and prophylaxis with Polybalm represent a value-based approach to supportive care, offering potential cost savings while protecting patient quality of life and treatment adherence.

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Do you have funding for this project/research?
Yes

Did you receive funding from the Oncology Nursing Foundation?
No

What is the source of your funding if not the Oncology Nursing Foundation?
This research is self-funded by the manufacturers of Polybalm

What prompted you to work on this project or research?:
Topic/abstract submission at prior ONS conference

Were ONS courses or resources used to complete your project or research?
No

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Introduction: Dr. Prithwiraj Das is the Founder of G2PR and an expert in health economics and market access with over 20 years of experience in the life sciences sector. A medical doctor by training with a degree in Health Policy from the LSE, he served as a Technology Appraisal committee member for NICE from 2016-2025, and is a visiting lecturer with the University of Westminster in Health Policy and Economics. He specializes in evaluating the economic value of healthcare interventions with the aim to improve patient access.

Any relevant financial relationships? Yes

Name of Organization	Relationship	RelationshipStartDate	RelationshipEndDate
G2PR LTD	Consulting fee or honorarium and Employment or ownership (full- or part-time employee, independent contractor)	2022-03-02	2026-01-15

How does work with ineligible company(ies) relate to content of presentation?
G2PR is conducting a robust health economics analysis of Polybalm's healthcare resource impact for patients with chemotherapy-induced nail toxicity. The economic model is based on published incidence data, clinical trial evidence (RCT with 84% relative risk reduction), and NHS reference costs. The analysis identifies a 50% incidence threshold for cost neutrality - above which the intervention is cost-saving. This represents an objective, evidence-based assessment rather than promotional content. The presenter has disclosed this relationship to ensure transparency, and reviewers can evaluate the submission on the merits of the clinical and economic evidence presented.
Signed on 01/15/2026 by *Prithwiraj Das*

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Introduction: Jonathan Slobom is a Consultant Marketing Director specializing in commercial strategy and healthcare communication. He currently leads marketing for Polybalm, focusing on helping cancer therapy patients access effective management for nail toxicity. With a background founding his own agency and directing marketing for diverse brands, Jonathan brings deep expertise in translating clinical value into patient impact.

Third Author

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Introduction: Brian Poltonavage brings over 35 years of corporate and consulting experience to the life sciences sector. He specializes in leveraging data-driven insights to guide commercialization strategy across the Life Sciences, Physician Dispensed, Aesthetics, OTC, and CPG industries. His expertise spans decades of successful strategic leadership in highly competitive market environments.

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Introduction: Chad Lucero is a CEO-level executive with over 25 years of experience scaling, restructuring, and leading businesses across healthcare, pharmaceuticals, and consumer products. He has managed cumulative revenues exceeding $3.8 billion, holding senior leadership roles in Fortune 500 companies and PE-backed platforms. Most recently, he founded and scaled a profitable healthcare consumer products company serving oncology patients, achieving rapid commercialization and institutional adoption. Chad specializes in P&L management, operational turnarounds, and translating strategy into execution for highly regulated global markets.

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Introduction: David Allmond is a highly experienced senior executive in the life sciences sector with a strong track record of building exceptional organizations and driving corporate strategy. He currently serves on the Board of Directors for the Global Action for Fungal Infections (GAFFI) and was recently Chief Business Officer at Poolbeg Pharma plc. Previously, David held C-suite roles including CEO of Novacyt Group and Chief Business Officer at Amryt Pharma plc, where he led global commercial capability and market access strategies. He holds a BSc in Microbiology from Imperial College London.

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Introduction: Dr. Kamlesh Sheth is a pharmaceutical physician with over 25 years of experience across the biopharmaceutical and med-tech industries. He serves as Chair of BlueDil

International and PharmacoMedics, specializing in medical affairs and rare diseases. Dr. Sheth is also an Honorary Lecturer at King's College London and a Fellow of the Faculty of Pharmaceutical Medicine.

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