

Oncology Marketing Strategies™ U.S., 2006 provides leading-edge research and analysis on critical reimbursement, pricing, and competitive issues impacting the cancer drug market in the United States. **Oncology Marketing Strategies™** is a suite of products consisting of reports and services designed to guide marketing and sales professionals to succeed in the increasingly competitive cancer marketplace.



KEY BENEFITS

- ▶ Reduce risk through cancer-specific analysis of government and private sector reimbursement changes
- ▶ Gain insights into key influencers of physicians' product selection
- ▶ Identify strategic opportunities to build your cancer franchise and drive product utilization
- ▶ Increase marketing ROI using comprehensive market intelligence

UNIQUE FEATURES

- ▶ Direct access to the industry's leading cancer marketing analytics team
- ▶ Regular in-person updates on reimbursement trends and policy developments
- ▶ Timely analysis of current issues impacting oncology such as Medicare reform, oral drug utilization, and distribution channel evolution
- ▶ Comprehensive profiles of leading oncology market players, including pharmaceutical manufacturers, specialty pharmacies, PBMs, wholesalers, and other oncology stakeholders
- ▶ Inside views of key customer groups and national accounts

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Contents

Volume I

Marketing Channels and National Accounts

An investigative, in-depth look at oncology distribution channels and national sales accounts will **educate your team:**

- ▶ Assesses the value of specific channels and evaluates key organizations within each channel
- ▶ Examines organizations targeted by national and regional account managers: government channels (VA, Medicare, Medicaid), health plans, hospital systems, GPOs, PBMs, specialty pharmacies, retail pharmacies, distributors, and wholesalers
- ▶ Delivers insights into key tactics and proven strategies that will need to be employed in the future

Reimbursement and Pricing

Through relationships with influencers of treatment decisions, DaVinci illuminates the interconnectivity of cancer reimbursement and pricing to **ensure access for your products:**

- ▶ Analyzes oncologists' profits and losses for key regimens using Rx acquisition prices and practice expenses of an actual community practice
- ▶ Tracks the status of inpatient and outpatient reimbursement for physician services and drugs
- ▶ Recommends key strategies for positioning new products in relation to their existing or potential reimbursement status

Government Policy and Trends

Thorough analysis of federal and state government policy **highlights the impact of new regulations on your cancer drug business:**

- ▶ Scrutinizes the politics and systems driving cancer care expenditures at the state and federal level
- ▶ Evaluates the implications of CMS's and commercial plans' Pay for Performance and quality initiatives

Future Trends and Outlook

DaVinci's Future Alternative Scenarios **identify and assess high-impact, high-uncertainty future developments in the oncology market:**

- ▶ Provides implications and recommends strategies for contingency planning around hot-topic issues impacting oncology through 2010
- ▶ Examines developments in the public and private sectors regarding off-label coverage policy, use of specialty pharmacy distribution systems, and the impact of changes in reimbursement on practice economics

Volume II

Competitive Landscape Overview

- ▶ Provides an overview of market dynamics, including new entrants, impact of rising price sensitivity, and profitability trends
- ▶ Includes access to DaVinci's Oncology Market Model from *Cancer!MPact™ U.S. 2006* to develop detailed competitive analyses by cancer site

Manufacturer Profiles

- ▶ Presents highly targeted profiles of major cancer drug manufacturers. Profiles include key financials, current products, pipeline, and cancer partnerships
- ▶ Identifies emerging players in the oncology market and provides analysis of their promising pipeline compounds

Oncology Customer Profiles

- ▶ Profiles leading customer groups and prioritizes their influence on product utilization
- ▶ Provides targeted messaging strategies to enhance customer relationships

Community-based Customers

- ▶ In-depth profiles of community oncologists, oncology nurses, practice administrators, radiation oncologists, urologists, and U.S. oncology
- ▶ Examines issues such as changing physician referral patterns, evolution of practices' business models, and payer influence over treatment decisions

Institutional Customers

- ▶ In-depth profiles of academic medical centers, hospitals, and VA facilities
- ▶ Examines issues such as increasing patient volumes, changes to in- and out-patient reimbursement, and development of clinical guidelines

Market Influencers

- ▶ Profiles include group purchasing organizations, oncology cooperative groups, comprehensive cancer centers, and patient advocacy groups
- ▶ Examines issues such as organizations' relative influence on oncology customers

Key Topics and Updates

- ▶ Ongoing series of topical briefings covering the most pressing issues to oncology manufacturers
- ▶ In-person presentations of research highlights with custom recommendations tailored to address client needs

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