

MATTSONJACK

CONTACT:

Paula Paradise
Director of Marketing
MattsonJack Public Relations
paula.paradise@mattsonjack.com
484.442.1431

FOR IMMEDIATE RELEASE

**MATTSONJACK TO PRESENT AT IMPACT OF MEDICARE REFORM IN 2009 –
5TH ANNUAL ONCOLOGY ECONOMICS SUMMIT**

ST. LOUIS, MISSOURI – February 2, 2009. [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics and strategic decision support for the pharmaceutical and healthcare industries, today announced that Lee Blansett, Senior Vice President, will be a featured speaker at the Impact of Medicare Reform in 2009 – 5th Annual Oncology Economics Summit. The conference will be held February 11 and 12, 2009, at the Hilton La Jolla Torrey Pines in La Jolla, California.

Mr. Blansett's presentation, titled "Cancer Coverage Trends: What's in Store," is scheduled for Wednesday, February 11, at 11:30 a.m. This session will address the recession's impact on coverage, new payer initiatives addressing cancer drug utilization, and lessons from Europe that may be applied in the U.S. to help constrain the costs of caring for cancer patients. This presentation is recommended not only for marketing professionals but also for those involved in policy, regulatory, and commercial development.

"We consistently overestimate the short-term and underestimate the long-term implications of environmental changes," Mr. Blansett says. "It wasn't until 2008 that we started to fully appreciate the impact of MMA 2003. Faced with enormous environmental stressors, we must now anticipate payer initiatives and pilots likely to occur in 2009 while simultaneously evaluating their potential long-term implications."

Mr. Blansett leads Mattson Jack's U.S. market access practice and is deeply involved with the company's European market access practice. His work addresses commercial and public reimbursement, government policy, managed care, and provider economics. His provider and plan experience includes current work with oncology medical groups and prior work with Stanford Medical Center, Kaiser Foundation Health Plans / The Permanente Medical Group, and APM. Mr. Blansett earned a B.Sc. in Finance at Santa Clara University, where he was a National Merit Scholar, and an M.B.A. in Entrepreneurial Studies at The Wharton School, University of Pennsylvania.

For more information on the Impact of Medicare Reform in 2009 – 5th Annual Oncology Economics Summit, please visit <http://www.conferagroup.com/conference.asp?ConferenceID=28>.

MATTSONJACK

CONTACT:

Paula Paradise
Director of Marketing
MattsonJack Public Relations
paula.paradise@mattsonjack.com
484.442.1431

Experts from MattsonJack speak at many conferences in the U.S. and Europe throughout the year. For a full listing, please refer to the company's event calendar online at <http://www.mattsonjack.com/eventcalendar.asp>.

For more information on MattsonJack service offerings or products, contact Paula Paradise, Director of Marketing, MattsonJack Public Relations, at paula.paradise@mattsonjack.com or by phone in the U.S. (484.442.1431).

ABOUT THE MATTSON JACK GROUP, INC. (www.mattsonjack.com)

Formed in 1986, MattsonJack focuses its client support in three areas of Competency: Business Analytics, Brand Optimization, and Corporate Development services in the pharmaceutical and biotech markets. MattsonJack consultants have expertise in pricing and reimbursement, custom epidemiology, technology assessment, business and strategic plan development, due diligence and licensing support, market modeling and forecasting, and primary market research. MattsonJack's client list ranges from emerging companies to some of the most recognized pharmaceutical and biotech companies in the world, such as Abbott, Amgen, AstraZeneca, Genentech, GlaxoSmithKline, Johnson & Johnson Companies, Merck, Novartis, Pfizer, Roche, Wyeth, and many others.

MattsonJack's knowledgeware and client productivity tools include Epi Database®, Forecast Architect®, and KeyMD®. Additionally, MattsonJack, as one of the largest global oncology consulting firms, supports its clients' cancer interests through its MattsonJack DaVinci multiclient offerings, including [Oncology Marketing Strategies U.S.](#), [Oncology Market Access Europe](#), [CancerMPact](#), [CancerNFluence](#), and [Supportive Care Perspectives](#).

MattsonJack is part of Kantar Group, the information, insight, and consultancy division of WPP, a world leader in marketing communications services.

ABOUT KANTAR GROUP (www.kantargroup.com)

The Kantar Group is one of the world's largest research, insight, and consultancy networks. By uniting the diverse talents of more than 20 specialist companies – including the recently acquired TNS – the group aims to become the preeminent provider of compelling and actionable insights for the global business community. Its 26,500 employees work across 80 countries and across the whole spectrum of research and consultancy disciplines, enabling the group to offer clients business insights at each and every point of the consumer cycle. The group's services are employed by over half of the Fortune Top 500 companies. The Kantar Group is a wholly owned subsidiary of WPP plc.