

MATTSONJACK

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FOR IMMEDIATE RELEASE

MATTSONJACK TO PRESENT AT CANCER PROGRESS CONFERENCE: PRICING ISSUES IN A STRAINED ECONOMY

ST. LOUIS, MISSOURI – March 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 20th Annual Cancer Progress Conference, the hallmark conference for pharmaceutical and biotechnology executives. The conference will be held March 10 and 11, 2009, at the Westin New York Times Square in New York City.

Mr. Blansett's presentation, titled "Pricing Issues in a Strained Economy," is scheduled for Tuesday, March 10, at 3:15 p.m. This session will address signs that the current economic turmoil is adding momentum to a move toward value-based pricing for cancer drugs and other expensive therapeutics. In addition, Mr. Blansett will discuss the need for manufacturers to ensure that the prices of their products reflect the value delivered to patients, physicians, and health systems both in the U.S. and globally. This presentation is recommended for senior executives concerned with pricing for in-line and pipeline products targeting cancer and other severe diseases.

"NICE and other health technology assessment agencies in the EU have taken the first steps toward tying coverage and reimbursement to product value," Mr. Blansett says. "While such approaches are far from perfect, they do represent an important first step and provide a road map for CMS to employ comparative effectiveness and, eventually, cost effectiveness in establishing coverage in the U.S."

Mr. Blansett leads MattsonJack'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, market access, 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 the fifth consecutive year MattsonJack is a major sponsor of the Cancer Progress Conference. For more information on this conference, please visit <http://www.cmius.com/CP2K9.htm>.

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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>.

MattsonJack is a significant thought leader and trusted advisor to the pharmaceutical and biotechnology industry. To learn more about MattsonJack in the news, please visit <http://www.mattsonjack.com/mjgnews.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, a Kantar Healthcare company, 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](#).

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.