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FOR IMMEDIATE RELEASE

MATTSONJACK LAUNCHES CANCERMPACT® TREATMENT ARCHITECTURE CHINA 2009

ST. LOUIS, MISSOURI – May 26, 2009. [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics and strategic decision support for the pharmaceutical and healthcare industries, announces the introduction of [CancerMPact® Treatment Architecture China 2009](#), a clinically rich report that focuses on specific cancer tumor types in China. These multiclient reports include an in-depth analysis of treatment and drug utilization and provide an assessment of current clinical management of cancer by stage.

“Access to healthcare in China has improved significantly over the last two decades as the country has undergone dramatic economic development,” says Ian Hicks, Senior Vice President. “The rapid growth in the pharmaceutical market has led many large, multinational pharmaceutical companies to invest heavily in China. It is imperative for these companies to understand the demographics, lifestyle shift, and current standards of care – which differ significantly from those in the G7 countries – to support strategic decisions in China’s dynamic and emerging oncology care market.”

CancerMPact® Treatment Architecture China 2009 will give pharmaceutical companies the clinical depth to support actionable decisions and provide the basis to:

- Plan product positioning and take advantage of a dynamic market on the verge of introducing universal healthcare coverage
- Produce more accurate market assessments, leading to targeted sales approaches
- Set a strategy to capitalize on opportunities, such as where to introduce new therapeutic regimens
- Gain perspective on targeted audiences regarding whom they treat and how they treat them
- Compare treatment modalities across China, the U.S., and Japan

Each report includes robust primary research combined with rigorous secondary data. In-depth, in-person, native-language interviews are conducted with treating physicians for each tumor type, and the results are combined with well-documented academic research with clinical implications. The reports are structured to facilitate comparable global analysis and include treatment flow graphics, detailed clinical algorithms, and an overview of the Chinese healthcare system. The tumor-type reports are freestanding and include:

- Hepatocellular carcinoma
- Colorectal cancer
- Non-small cell lung cancer
- Gastric cancer



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- Esophageal cancer

“As China has become more prosperous, people are living longer, leading to an increase in the aging population. These factors will cause a dramatic increase in cancer, putting a greater burden on the healthcare system,” Hicks says. “CancerMPact® Treatment Architecture China 2009 distills this information so that subscribers have a lead into this growing market.”

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 Health 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 knowledge 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 (www.kantargroup.com)

Kantar 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.

N E W S R E L E A S E



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