

MATTSONJACK

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FOR IMMEDIATE RELEASE

**CANCERNFLUENCE® DATABASE CONSIDERED A “MUST HAVE” FOR CLIENTS FOCUSED ON ENHANCING
MARKETING, SALES, AND R&D EFFECTIVENESS**

ST. LOUIS, MISSOURI – October 14, 2008. [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics and decision support for the pharmaceutical and healthcare industries, announces unprecedented interest in its recent launch of [CancerNFluence®](#), the most comprehensive database of peer-nominated physicians who influence treatment decisions in cancer. “Our mission is to help our clients identify, evaluate, select, and effectively market the best available products in the least possible time,” said Richard W. Martin, MattsonJack’s President and Chief Operating Officer. “Respecting our mission we developed CancerNFluence® to help our clients enhance their marketing and sales effectiveness in addition to informing other critical decisions across their organization. Based on client interest, it appears that we have hit the mark.”

Expanding upon MattsonJack’s industry-leading position in oncology, CancerNFluence® is the most comprehensive database of more than 2,200 peer-nominated physicians who influence cancer treatment decisions in the U.S. and Continental Europe.

CancerNFluence® currently includes the high-profile cancer markets of breast, non-small cell lung, head and neck, colorectal, and non-Hodgkin’s lymphoma, and in 2009 the database will be expanded to include acute myeloid leukemia, pancreatic cancer, multiple myeloma, prostate cancer, and renal cell carcinoma. Its user-friendly web interface provides automated reporting capabilities and 24/7 accessibility to information that will help users with a variety of efforts, including:

- Speaker or Ad Board recruitment
- Medical Science Liaison group alignment
- Clinical investigator recruitment
- New product planning
- Marketing research recruitment
- Sales force targeting

“The market requires that our clients become more efficient,” Martin said. “CancerNFluence® helps address that need, and due to its immediate online availability, it can play a substantial role, starting tomorrow, if the client so chooses.”

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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 [CancerMPact®](#), [CancerNSight®](#), and [Oncology Marketing Strategies™](#).

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)

Kantar is one of the world's largest research, insight and consultancy networks. It helps clients make better business decisions through a deeper understanding of their markets, their brands and their customers. Part of WPP, Kantar brings together a diverse group of outstanding marketing insight and consulting companies - each an expert in their field who can work together seamlessly to help clients address business issues in a holistic and strategic way.

Companies include: Added Value Group, IMRB, BMRB, BPRI, Cannondale Associates, Center Partners, Everystone, Focalyst, Fusion 5, Glendinning Management Consultants, Henley Centre HeadlightVision, IMRB, Kantar Operations, KMR Group, Lightspeed Research, Management Ventures, The Mattson Jack Group, Inc.,

N E W S R E L E A S E

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Millward Brown, Research International, RMS and Ziment Group. The group operates in more than 160 offices across 60 markets worldwide.