



CONTACT:

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

FOR IMMEDIATE RELEASE

MATTSONJACK TO PRESENT AT BIOMARKERS IN ONCOLOGY: 2009 FORUM ON THE EMERGING ROLE OF MOLECULAR MARKERS IN CANCER CARE

ST. LOUIS, MISSOURI – July 9, 2009. [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized thought leader in business analytics and strategic decision support for the pharmaceutical and healthcare industries, today announced that Stephanie Hawthorne, Ph.D., Senior Consultant, will present at Confera's Biomarkers in Oncology: 2009 Forum on the Emerging Role of Molecular Markers in Cancer Care. The conference will be held July 15-16, 2009, at the Hilton La Jolla Torrey Pines in La Jolla, California.

The presentation, titled "Biomarkers: Where We Are and What Lies Ahead? A Review of Biomarkers and Implications for Clinical Trials, Product Labeling, and Biomarker Markets," is scheduled for Wednesday, July 15, at 2:15 pm. This session will review the important biomarkers of 2009 – *KRAS* for Erbitux / Vectibix, histology for Alimta, and *EGFR* for Iressa – and their implications for trials, labels, and markets.

"The ability to predict who may respond to a specific type of treatment is important to patients, physicians, and payers," Dr. Hawthorne says. "This becomes increasingly important as global economies constrict. However, incorporating the search for a biomarker into clinical trials and translating the impact of a biomarker into market planning activities are complex activities that require careful planning."

Dr. Hawthorne a member of MattsonJack's [CancerMPact](#) team. She is recognized as an expert in clinical and commercial product assessment, competitive analysis and profiling, and critical assessment of developing therapeutic technologies. Dr. Hawthorne has a Ph.D. in Genetics from Stanford University in Stanford, California, and a B.S. in Biochemistry from California State University in Los Angeles, California.

MattsonJack specializes in integrated solutions across the oncology commercialization continuum and is a sponsor of Biomarkers in Oncology. For more information, please visit <http://www.conferagroup.com/conference.asp?ConferencelD=30>.

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, products, and thought leadership, contact Paula Paradise, Director of Marketing, MattsonJack Public Relations, at paula.paradise@mattsonjack.com or by phone in the U.S. (484.442.1431).



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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 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 Market Access 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. Kantar is a wholly owned subsidiary of WPP plc.

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