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FOR IMMEDIATE RELEASE

**MATTSONJACK TO PRESENT AT ACCESS TO INNOVATIVE CANCER THERAPIES IN 2009 -
4TH ANNUAL ONCOLOGY ECONOMICS FORUM**

ST. LOUIS, MISSOURI – May 8, 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 Rhoda Dunn, Senior Director, will present at Confera's Access to Innovative Cancer Therapies in 2009 – 4th Annual Oncology Economics Forum. The conference will be held May 13-14, 2009, at the Hyatt Regency Reston in Washington, DC.

The presentation, titled "Establishing Enduring Value in an Atmosphere of Uncertain Change," is scheduled for Wednesday, May 13, at 11:30 am. This session will explore factors affecting market uptake and revenue with a look to the EU for signposts of change. The session will end with an evaluation of the impact of incremental efficacy, quality of life, line of therapy, and biomarkers on the ultimate value of a hypothetical product for non-small-cell lung cancer. This presentation is recommended for people involved in commercialization strategy, market research, marketing, and market access.

"While it is impossible to determine the precise nature of the changes facing the oncology marketplace in the U.S. or abroad, it is clear that these changes will move in the direction of downward pressure on upfront price and backend profits," says Ms. Dunn. "Understanding the motivations of various stakeholders will help develop strategies that insulate drugs from changes that could limit patient access to necessary care."

Ms. Dunn is Senior Director of Oncology Marketing Strategies. Ms. Dunn has more than 15 years of consulting experience focusing on business development, brand strategy, communications, and measures of ROI. She led the development of MattsonJack DaVinci *Oncology Market Access Europe* syndicated report in 2008 and is currently a key contributor to *Oncology Marketing Strategies U.S.* She continues to support U.S.-based subscribers to both syndicated reports while providing ongoing consulting in the field of pricing and market access.

MattsonJack is the Premier Diamond sponsor for the 4th Annual Oncology Economics Forum. For more information, please visit <https://www.conferagroup.com/conference.asp?ConferenceID=29>.

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>.

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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 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.

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