

# MATTSONJACK

## CONTACT:

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

FOR IMMEDIATE RELEASE

**MATTSONJACK ADDS INDICATIONS TO EPI DATABASE – BRIC  
EPIDEMIOLOGY IN EMERGING MARKETS OF BRAZIL, RUSSIA, INDIA, AND CHINA**

**ST. LOUIS, MISSOURI – February 11, 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 the addition of 11 indications to [Epi Database – BRIC](#), the premier Web-accessible database that provides researched, documented, and comprehensive epidemiology data in significant emerging markets.

Epi Database – BRIC includes epidemiological data for Brazil, Russia, India, and China. It covers [88 indications](#), expanding to more than 120 by year-end, with the following indications added in February 2009:

- Epilepsy
- Gastric cancer
- Liver cancer
- Diabetic foot ulcers
- Diabetic neuropathy
- Bone cancer and soft tissue sarcoma
- Schizophrenia
- Osteoporosis
- Neuroblastoma
- Migraine
- Stroke

“More Pharma companies are shifting their focus from developed to emerging markets,” said Dr. Charles Dharmani, Director of Epidemiology at MattsonJack. “Despite challenges, BRIC countries present the highest growth potential for the next decade. Emerging markets are heterogeneous with specific needs; a thorough understanding of epidemiology in these markets is urgently needed for the pharmaceutical industry to capitalize on this opportunity.”

Pharmaceutical companies use Epi Database – BRIC to support major product decisions, including:

- Market definitions / potential / sizing
- Go / no-go decisions

# MATTSONJACK

**CONTACT:**

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

- New revenue opportunities for in-line products
- Understanding previously untapped growth opportunities / markets

For more information about Epi Database – BRIC, please visit <http://www.mattsonjack.com/epidatabase.asp>.

For more information on MattsonJack service offerings or products, contact Paula Paradise, Director of Marketing, MattsonJack Public Relations, at [paula.paradise@mattsonjack.com](mailto:paula.paradise@mattsonjack.com) or by phone in the U.S. (484.442.1431).

**ABOUT THE MATTSON JACK GROUP, INC. ([www.mattsonjack.com](http://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®, Epi Database – BRIC, 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™](#).

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](http://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

# MATTSONJACK

CONTACT:

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

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.