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FOR IMMEDIATE RELEASE

**MATTSONJACK ADDS INDICATIONS TO EPI DATABASE**

**Pharma's Gold-Standard Epidemiology Data Set in G7 Countries and Emerging Markets of Brazil, Russia, India, and China**

**ST. LOUIS, MISSOURI – July 1, 2009.** [The Mattson Jack Group, Inc.](#) (MattsonJack), the recognized thought leader in business analytics and strategic decision support for the pharmaceutical and healthcare industries, today announced the addition of five indications to [Epi Database – BRIC](#), the premier Web-accessible database that provides researched, documented, and comprehensive epidemiology data in significant emerging markets. In addition, MattsonJack updated the epidemiological data for 15 indications in the G7 countries in [Epi Database](#). Epi Database is the premier resource of thoroughly researched and documented epidemiology data for more than [190 indications](#) and procedures.

Epi Database – BRIC includes epidemiological data for Brazil, Russia, India, and China. It covers [93 indications](#), expanding to more than 120 by year-end, with the following indications added in June 2009:

- Diabetic nephropathy
- Diabetic retinopathy
- Meningitis
- Rabies
- Congestive heart failure

“Despite the recent economic downturn, pharmaceutical spending in BRIC countries is still expected to increase at a healthy rate,” says Dr. Charles Dharmani, Director of Epidemiology at MattsonJack. “Pharmaceutical companies need an in-depth understanding of the unique issues that affect these countries in order to capitalize on this growth opportunity.”

Besides adding new indications to Epi Database – BRIC, MattsonJack also has updated the epidemiology data in Epi Database in the following indications in G7 countries:

- Meniere's disease
- Autism spectrum disorders
- Alopecia
- Pain
- Asthma



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- Pulmonary arterial hypertension
- Peripheral arterial disease
- Gastroesophageal reflux disease (GERD)
- Posttraumatic stress disorder (PTSD) – Europe and Japan only
- Panic disorder – Europe only
- Alzheimer's disease – Japan only
- Epilepsy – Japan only
- Major depressive disorder – Japan only
- Ulcerative colitis – Japan only
- Schizophrenia – Japan only

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

- Market definitions / potential / sizing
- Go / no-go decisions
- New revenue opportunities for in-line products
- Understanding previously untapped growth opportunities / markets

For more information about Epi Database and Epi Database – BRIC, please visit

<http://www.mattsonjack.com/epidatabase.asp>.

For more information on MattsonJack service offerings, products, or thought leadership, 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, 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



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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 ([www.kantargroup.com](http://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. The Kantar Group is a wholly owned subsidiary of WPP plc.

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