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FOR IMMEDIATE RELEASE

**MATTSONJACK TO HOST WEBINAR**

**EVIDENCE-BASED PROMOTIONAL INVESTMENT: OPTIMIZING YOUR PROMOTIONAL MIX IN CHALLENGING ECONOMIC TIMES**

**ST. LOUIS, MISSOURI – May 5, 2009.** [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics and strategic decision support for the pharmaceutical and healthcare industries, will host a webinar titled “Evidence-Based Promotional Investment: Optimizing Your Promotional Mix in Challenging Economic Times.” Participation is free of charge, but registration is required.

Personal selling has come under increased scrutiny as the largest item in promotional budgets for pharmaceutical companies. Challenging economic times necessitate doing more with less when competition is increasing. The rapidly changing environment drives the increasing need to establish “real-time” metrics to track the impact of promotion. Stricter guidelines affect traditional promotion strategies, necessitating new approaches to launch strategies for new products. Key takeaways of this webinar include:

- Fine-tuning the level, mix, and timing of your promotional strategy
- Determining the most effective counter-strategies to competitive promotional campaigns
- Maximizing the launch of a new product

The webinar will be on Tuesday, May 12, at 12 pm ET and will last approximately one hour. For more information or to register, please visit the PharmaVOICE webinar information page:

<http://www.medconference.net/PharmaVoice/293F6.nsf/Pages/Welcome>.

This webinar is designed for vice presidents of marketing and/or sales; brand managers and product managers; those working in marketing science, business analytics, and marketing research; and new product and in-line forecasters.

Speakers include:

- Richard W. Martin, Chief Operating Officer, Kantar Health
- William Serad, Chief Methodologist, MattsonJack
- Neal Muhilly, Senior Vice President, MattsonJack

MattsonJack offers seminars and webinars throughout the year. For more information please refer to the company’s calendar online at [http://www.mattsonjack.com/seminar\\_offerings.asp](http://www.mattsonjack.com/seminar_offerings.asp).



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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 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, 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](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 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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