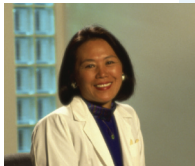


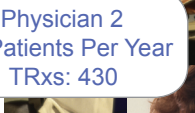


Do you *really* know who drives your business?

Which physician has the highest value?



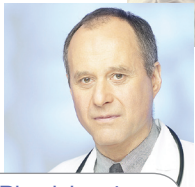
Physician 1
600 Patients Per Year
TRxs: 1,129



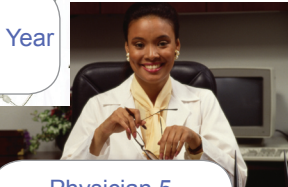
Physician 2
85 Patients Per Year
TRxs: 430



Physician 3
200 Patients Per Year
TRxs: 499



Physician 4
134 Patients Per Year
TRxs: 378



Physician 5
30 Patients Per Year
TRxs: 129

“A relatively small number of physicians influence the behavior of many others.”

Knowing who they are is key to building and sustaining a competitive advantage. MattsonJack’s proprietary Key^{MD} methodology uncovers the most influential physicians for your product. Key^{MD} offers:

Much more than a publications approach

- Authors may be more heavily weighted toward national influentials and academics
- Publication searches frequently miss the local and regional influentials
- Ranking among their peers often does not correlate with authorship

Robust database beyond the high-volume “usual suspects”

- Who influences the influentials
- “Up and comers” – physicians working under the highly influential Key^{MD}s

Not just a national view

- Insight into local, regional, and national influentials
- Identification of institutional affiliations

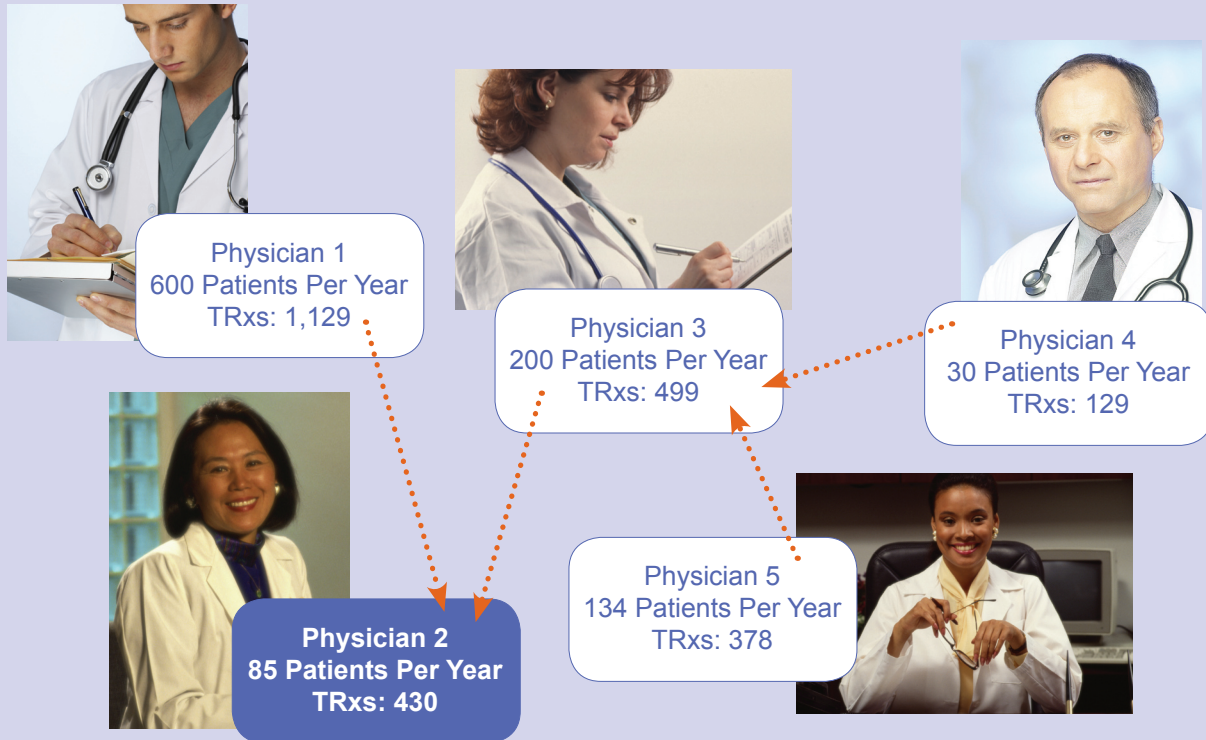
Utility beyond traditional sales force targeting efforts

- Speaker program / Ad Board recruitment
- Medical Science Liaison group alignment
- Clinical investigator recruitment
- New product planning
- Marketing research recruitment

MATTSONJACK

Which physician has the highest value?

Physician 2 has the potential to influence 2,565 TRxs / 1,049 patients.



MattsonJack has extensive Influence Mapping experience across numerous primary care and specialty therapeutic areas, including:

- | | |
|------------------------------|--|
| Acute Coronary Syndrome | Infectious Disease |
| Alzheimer's Disease | Nonvalvular Atrial Fibrillation / Deep Vein Thrombosis |
| Asthma | Oncology (more than a dozen tumor types) |
| Bipolar Disorder | Ophthalmology |
| Benign Prostatic Hyperplasia | Oral Antibiotics |
| Diabetes | Parkinson's Disease |
| Erectile Dysfunction | Prostate Cancer |
| Hepatitis C | Rheumatoid Arthritis / Osteoarthritis |
| HIV | Testosterone Replacement Therapy |

MattsonJack has a **rich database of norms** from past studies against which new studies can be compared.

Since each study is tailored to meet your specific business needs, MattsonJack can customize the study to address specific groups (commercial and scientific). Unlike Internet survey panels, we can begin with your target list of physicians so you can have confidence that results are specifically relevant and actionable for you.

For more information please call 314.469.7600 or email info@mattsonjack.com