

# MATTSONJACK

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FOR IMMEDIATE RELEASE

**MATTSONJACK FORECASTING WORKSHOP ADDRESSES CRITICAL ISSUES IN PHARMACEUTICAL FORECASTING**

**ST. LOUIS, MISSOURI – February 23, 2009.** [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics and strategic decision support for the pharmaceutical and healthcare industries, will be hosting a Forecasting Workshop March 19-20, 2009, in Scottsdale, Arizona.

This two-day seminar will allow attendees to learn from highly regarded pharmaceutical industry forecasters who will present best practices, real-world tips, and expert advice. The workshop covers forecasting approaches, epidemiology, estimating the effect of future events, integrating forecasting with market research, and more.

The Forecasting Workshop is designed to explore issues specific to pharmaceutical forecasting with an emphasis on the integration of secondary data and primary market research. It is ideally suited for novice to intermediate-level forecasters or for marketing managers or company executives who want to learn more about the forecasting process. Also, more experienced forecasting professionals may want to enroll to learn the MattsonJack methodology to enhance their skill set and update their knowledge about current trends and advances in the industry.

“Most of the decisions that are made in the pharmaceutical industry and around forecasting have implications for profitability,” says Todd Johnson, Director of Forecasting at MattsonJack. “With increased competitiveness in the industry, merger and acquisition activity, and the slowing pipeline, not to mention the possibility for healthcare reform with the new administration, those decisions have even less margin for error than they ever have in the past. Some of these decisions will be based upon the best available data and assumptions found in forecast models. At this time, those decisions are even more critical than they’ve been in the past, and for small companies they may even mean life or death.”

For more information on MattsonJack’s Forecasting Workshops throughout the year, please visit [http://www.mattsonjack.com/seminar\\_offerings.asp](http://www.mattsonjack.com/seminar_offerings.asp).

To learn more about the benefits of sound forecasting techniques and methodologies, listen to Mr. Johnson’s podcast “[Pharmaceutical Forecasting Insights: The Process, Hurdles, and Important Trends.](#)”

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For more information on eyeforpharma's 2009 Pharma Forecasting Excellence Summit on April 20-22 in Madrid, please visit <http://www.eyeforpharma.com/forecasting09/index.shtml>.

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®, 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 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.