

## PRESS RELEASE

### KANTAR HEALTH AND IMPACTRX LAUNCH CANCERMPACT MONTHLY DRUGS AND REGIMENS FOR ONCOLOGY BUSINESS DECISIONS

NEW YORK and MT. LAUREL, NJ, February 2, 2010—[Kantar Health](#), a leading healthcare-focused consultancy and oncology center of excellence, and [ImpactRx](#), a pioneer in tracking and evaluating pharmaceutical promotion on the prescribing behavior of physicians, announced their partnership to introduce CancerMPact Monthly Drugs and Regimens, a timely, robust tool to assess oncology drug and regimen utilization.

Monthly Drugs and Regimens will complement Kantar Health's gold-standard [CancerMPact Patient Metrics](#) database to create a single, comprehensive source of oncology epidemiology disease and treatment information, projected from Active Disease patients, which are a true measure of market potential, providing critical information for all aspects of strategic planning, market analysis, and identification of commercial opportunities. ImpactRx's ONCLink™ allows a statistically representative panel of oncologists to record their treatment decisions electronically immediately following a patient visit, ensuring precise and timely data. In turn, Monthly Drugs and Regimens provides virtually real-time monthly updates of patient numbers on drug regimens and agents and the percentage of patients on specific regimens and agents, all by stage of disease and line of therapy.

The detailed data included in this new tool provides the granularity that will allow oncology marketers to:

- Access current oncology drug and regimen use by tumor type, facilitating more accurate analysis and faster decision-making
- Track oncology product commercialization and drug adoption by month
- Better understand the patient populations for various tumor types by line of therapy
- More accurately evaluate and forecast potential licensing or acquisition opportunities

"The addition of the Monthly Drugs and Regimens module to the CancerMPact product suite continues the strengthening evolution of Kantar Health oncology data," said David Robinson, Senior Director of Epidemiology of Kantar Health. "From a single, integrated source, clients can access detailed information to fulfill critical data needs for strategic and practical market planning. These include who's treated and who's not, and the specific drug regimen and/or agent, regardless of whether it's administered orally or intravenously."

"The combination of ImpactRx's proprietary network of high-value oncologists and Kantar Health's high-level cancer epidemiology data provides clients with unparalleled oncology treatment data breakdowns," said Jill Walton, Vice President and General Manager of Oncology, ImpactRx. "This partnership offers the industry incomparable oncology expertise."

#### About Kantar Health

[Kantar Health](#) is a leading healthcare-focused global consultancy, specializing in portfolio optimization, market access, safety and outcomes, and brand and customer insights. Formed by uniting Consumer Health Sciences, MattsonJack, TNS Healthcare and Ziment, it is the next-

generation decision support partner to the pharmaceutical and biotech industries, delivering evidence-based guidance to support clients' global and local success.

With 40+ offices throughout the Americas, Europe, Asia-Pacific, the Middle East and Africa, Kantar Health provides the broadest global footprint, coupled with the strongest local knowledge to help drive clients' maximum performance in every geography. Market-leading solutions ensure optimal decisions and actions across the brand life cycle, from assessing opportunities and sizing markets...to developing products and building access strategies...to positioning brands and creating messaging...to managing stakeholder relationships and monitoring treatment outcomes.

**Contact Information**

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**About ImpactRx**

Founded in May 2000, ImpactRx's physician networks coupled with its custom research expertise support an unprecedented intelligence capability for the promotional initiatives of the pharmaceutical industry and for measuring their impact on physician behavior. Based in Mount Laurel, New Jersey, ImpactRx is a private company with investment financing provided by Mediphase Venture Partners ([www.mediphaseventure.com](http://www.mediphaseventure.com)), Oxford Bioscience Partners ([www.oxbio.com](http://www.oxbio.com)), Merck Capital Ventures, and Omega Funds.

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