



## CONTACT:

Paula Paradise  
Director of Marketing  
MattsonJack Public Relations  
paula.paradise@mattsonjack.com  
484.442.1431

FOR IMMEDIATE RELEASE

**MATTSONJACK TO PRESENT ON ONCOLOGY MARKET ACCESS BARRIERS IN EUROPE AT ONCOLOGY MARKET ACCESS EUROPE CONFERENCE**

**ST. LOUIS, MISSOURI – April 15, 2009.** [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics and strategic decision support for the pharmaceutical and healthcare industries, today announced that Pierre Anhoury, M.D., M.P.H., Senior Vice President and Business Leader of MattsonJack Europe, will present at eyeforpharma's Oncology Market Access Europe Conference. The conference will be held April 22-23, 2009, at the Marriott Hotel in Zurich, Switzerland.

Dr. Anhoury's presentation, "Oncology Market Access Barriers in Europe: Understand, Anticipate, Act," is scheduled for Thursday, April 23, at 10:50 a.m. The presentation will discuss European cross-country analysis for oncology market access, main trends in market access restrictions, and key success factors for a successful product launch. This presentation is recommended for market access managers for oncology products, pricing managers, marketing and international oncology brand managers, and market researchers.

"Drug approval by the European Medicines Agency (EMA) does not equate to patient access throughout all EU countries. Coverage, price and reimbursement all must be secured at the country level and, often, at the regional and local levels of individual countries," Dr. Anhoury said. "These processes can delay uptake for years. Ensuring that the true promise of a pipeline is met requires that marketing and clinical teams work together to weigh clinical promise with real-world considerations. To do this, one must be intimately familiar not only with the current healthcare systems of different countries, but also how those systems are evolving within a context of complicated macroeconomic forces."

To learn more about oncology market access and pricing and reimbursement issues affecting Europe, please listen to the on-demand webinar archive "Oncology Market Access Europe – Bridging the Gap Between Regulatory Approval and Product Adoption" at <http://www.pharmavoices.com/omaeurope>.

Dr. Anhoury has deep expertise in strategic planning, reimbursement and pricing, and market access, with nearly 20 years' experience as a management consultant to providers, governmental organizations, and pharmaceutical manufacturers with Ernst & Young, Deloitte, and IMS. In addition to consulting, Dr. Anhoury's experience includes a year with the ECRI Institute, a not-for-profit collaborating center affiliated with the World Health Organization, and multiple teaching roles in public health, health economics, and healthcare management. Dr. Anhoury's academic credentials include an M.D. and an M.P.H. from Nancy University in France and an M.S. in Risk Management from the University of Health Sciences in Chicago.



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MattsonJack is a Global Sponsor for Oncology Market Access Europe. For more information on this conference, please visit <http://www.eyeforpharma.com/oncology09/>.

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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