

MATTSONJACK

CONTACT:

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

FOR IMMEDIATE RELEASE

MATTSONJACK TO HOST WEBINAR: ONCOLOGY MARKET ACCESS EUROPE: BRIDGING THE GAP BETWEEN REGULATORY APPROVAL AND PRODUCT ADOPTION

ST. LOUIS, MISSOURI – February 18, 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 “Oncology Market Access Europe: Bridging the Gap Between Regulatory Approval and Product Adoption.” Participation is free of charge, but registration is required.

Although drug approval by the European Medicines Agency is intended to provide for access throughout all EU countries, it does not. Coverage, price, and reimbursement must be secured at the country level and often at the regional and local levels of individual countries, which could delay uptake for years. Key takeaways of this webinar include how to:

- Identify criteria to better prioritize pipelines and optimally position drugs for success nationally, regionally, and locally in terms of price, coverage, reimbursement, and healthcare provider uptake
- Identify emerging marketing opportunities for market growth and corporate differentiation
- Enhance sales forecasts through greater understanding of budget drivers and cycles
- Better target sales force efforts

The webinar will be on Wednesday, February 25, at 12 pm ET and will last approximately one hour. For more information or to register, please visit the PharmaVOICE webinar information page:

www.pharmavoices.com/omaeeurope.

This webinar is designed for people involved in establishing price, securing reimbursement, and driving sales for oncology drugs, including market access managers, pricing managers, marketing personnel, international brand managers, and market researchers.

Speakers include:

- Pierre Anhoury, M.D., M.P.H., Senior Vice President and Business Leader of MattsonJack Europe
- Rhoda Dunn, Senior Director, MattsonJack
- Anne-Pierre Pickaert, Consultant, Oncology Market Access Europe, MattsonJack Europe

MATTSONJACK

CONTACT:

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

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.

For more information on MattsonJack service offerings or products, contact Paula Paradise, Director of Marketing, MattsonJack Public Relations, at paula.paradise@mattsonjack.com or by phone in the U.S. (484.442.1431).

ABOUT THE MATTSON JACK GROUP, INC. (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)

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.