

MATTSONJACK

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FOR IMMEDIATE RELEASE

MATTSONJACK TO LEAD WORKSHOP AT ONCOLOGY SUMMIT USA

ST. LOUIS, MISSOURI – March 19, 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 Richard Wagner, Ph.D., Senior Director; Rhoda Dunn, Senior Director; and Kevin Norell, Senior Vice President, will lead a workshop at eyeforpharma's Oncology Summit USA. In addition, Dr. Wagner will be presenting about the role of biomarkers in commercialization strategy. The conference will be held March 30-31, 2009, at the Boston Plaza Hotel in Boston.

Dr. Wagner, Ms. Dunn, and Mr. Norell will lead a 90-minute interactive workshop on Monday, March 30, at 1:30 p.m. The workshop, titled "Ensuring Clinical Trial Significance Is Significant," will address the impact of different value levers on sales using the example of a targeted compound seeking an initial indication for the treatment of non-small cell lung cancer. The workshop will incorporate different strategies to overcome barriers to utilization because of a perception of high cost relative to clinical value.

"Although regulatory pathways and decisions regarding reimbursement and pricing remain largely separate in most countries, there are clear signals that this situation is changing," says Ms. Dunn. "Thus, ensuring the successful launch of high-profile cancer drugs requires that clinical and marketing teams work together earlier to determine whether the scientific promise of a new drug can be realized even in a down economy."

Dr. Wagner's presentation is scheduled for Tuesday, March 31, at 9:20 a.m. as part of "Session 4: The Role of Biomarkers in Commercialization Strategy." The presentation, titled "Biomarkers: Where We Are, What Lies Ahead," will review the important biomarkers of 2008 – Erbitux / Vectibix, Alimta, and Iressa – and their implications for trials, labels, and markets.

"The ability to predict for response may serve to help justify a high price for a new drug as well as negate the need to consider and pursue innovative pricing arrangements designed to protect against unnecessary spend," says Dr. Wagner. "Both goals become increasingly important as global economies constrict and healthcare expenditure is targeted as an area for control. However, incorporating the search for a biomarker into clinical trials and translating the impact of a biomarker into market planning activities are complex activities that require careful planning."

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Dr. Wagner leads the MattsonJack team responsible for developing and supporting CancerMPact® Treatment Architecture, Treatment Evolution, and Emerging Technologies. Ms. Dunn is responsible for the provision of consulting in the field of pricing and market access, including how best to position products for success in the United States and Europe. Mr. Norell provides new product forecasting and investment analysis, development of pro forma financials, and analysis of acquisitions and divestitures.

MattsonJack is a Platinum Sponsor for Oncology Summit USA. For more information on this conference, please visit <http://www.eyeforpharma.com/oncologyusa09/>.

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 or by phone in the U.S. (484.442.1431).

ABOUT THE MATTSON JACK GROUP, INC. (www.mattsonjack.com)

Formed in 1986, MattsonJack, a Kantar Healthcare 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](#).

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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.

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