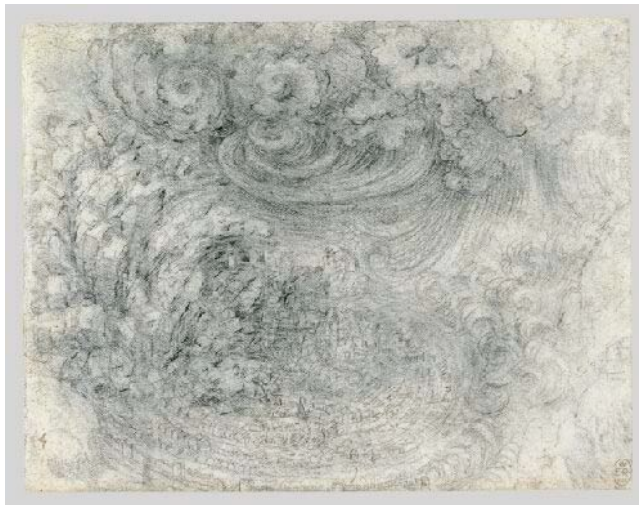


Oncology Marketing Strategies™ Western Europe assists marketing and sales professionals to succeed in the complex and evolving European cancer marketplaces. The study provides leading edge research and analysis on current critical customer, reimbursement, and other issues impacting the marketing of oncology products in France, Germany, Italy, Spain, and the United Kingdom



France
Germany
Italy
Spain
United Kingdom

KEY BENEFITS

- ▶ Understand impacts government actions may have on your cancer drug business
- ▶ Decrease risk through enhanced, specialized knowledge
- ▶ Gain insights into reimbursement's impact upon physicians' product selection
- ▶ Learn about tactics and strategies that work and don't work
- ▶ Build a stronger market position with a solid base of intelligence

UNIQUE FEATURES

- ▶ County specific profiles of leading European oncology markets
- ▶ Inside views of key customer groups
- ▶ Reimbursement bulletins outline implications of government and other payer initiatives on manufacturers
- ▶ Up-to-date analysis of current issues, e.g., oral drug distribution, reimportation, parallel pricing
- ▶ Profiles and evaluations of major hospital groups, community physicians, distributors, pharmacy directors, and other key players

Contents

Country Modules: France, Germany, Italy, Spain, and the United Kingdom

Detailed research and analysis on the oncology marketing and sales environments for the Big 5 Western Europe countries include the following sections:

Marketing Channels and Promotion

An investigative look at oncology promotion, distribution channels, and sales accounts will *educate your team*:

- ▶ Examines organizations targeted by sales and account managers: general distributors, government channels, insurers, hospitals, parallel trade groups, and GPOs
- ▶ Delivers insights into key tactics and strategies that work, don't work, and will need to be employed in the future
- ▶ Assesses value of individual channels to manufacturers
- ▶ Tracks the changing oncology promotional environment

Oncology Stakeholders

Profiles of key customer groups, provides comparative statistical intelligence to *enhance your internal efforts*:

- ▶ Profiles the structure of and selling issues related to important target organizations or customer groups: community and hospital physicians, cooperative groups, nurses (hospital and medical office), patients, and pharmacy and medical directors
- ▶ Addresses practical questions of sales and product managers (subscriber input welcomed)

Government Policy and Trends

Assessment of macro-environmental factors within national governments, the EU, and the EMEA enables you to *understand the impact on your cancer drug business*:

- ▶ Scrutinizes the politics and systems driving cancer care expenditures
- ▶ Assesses the implications of actions proposed and taken by key organizations, such as regional and national legislators, health authorities, and EORTC
- ▶ Evaluates governmental cost initiatives that could inhibit cancer drug use

Reimbursement and Pricing

Through close contact with key personnel "in the trenches," DaVinci illuminates the links between cancer reimbursement and pricing to *ensure access for your products*:

- ▶ Analyzes impacts of international and foreign pricing, e.g., reimportation and parallel trade
- ▶ Describes the key processes involved in cancer care reimbursement
- ▶ Follows the current status of reimbursement practices and processes for services and drugs, etc.
- ▶ Suggests key strategies for positioning new products in relation to their (likely) reimbursement status
- ▶ Evaluates insurance schemes and patient cost sharing

Future Trends and Outlook

DaVinci's Future Alternative Scenarios methodology will help you *develop strategic considerations and aid decision-making in oncology marketing and sales*:

- ▶ Focuses the scenarios process to drill down into key strategic issues; includes signposts of change and wildcards
- ▶ Addresses EU and country-specific issues for strategic and tactical considerations

For further information, please feel free to contact an Oncology Marketing Strategies professional at:

DaVinci Oncology Specialists
of The Mattson Jack Group, Inc.

393 Vintage Park Dr., Suite 205; Foster City, California 94404 U.S.A.

Tel: (650) 212-7010 • Fax: (650) 212-7010

General e-mail: davinci@mattsonjack.com



ONCOLOGY MARKETING STRATEGIES™

Western Europe 2005, First Edition

GENERAL ORDER FORM (prices in effect as of September 1, 2005)

FAX TO (650) 212-7011

| Description | Unit Price | Price |
|---|--|-------|
| <input type="checkbox"/> ONCOLOGY MARKETING STRATEGIES™ WESTERN EUROPE 2005 1st Edition—Full Subscription <i>Includes three (3) hardcopies of each report, three (3) CD-ROMs, and 8 hours inquiry time (billed against balance in 15 minute increments)</i> <i>Note: Country modules purchases are for one copy only and do not include the CD-ROM</i> | \$85,000 | |
| INDIVIDUAL COUNTRY MODULES—includes Future Trends and Outlook section <input type="checkbox"/> France <input type="checkbox"/> Germany <input type="checkbox"/> Italy <input type="checkbox"/> Spain <input type="checkbox"/> United Kingdom | \$23,000 \$23,000 \$23,000 \$23,000 \$23,000 | |
| <input type="checkbox"/> HTML DELIVERY SYSTEM: Full Year (12 Months) Service—One service fee covers all DaVinci products subscribed to by client <i>DaVinci will develop an HTML interface for installation onto your company's intranet that links to all DaVinci reports (that your company subscribes to) from one site. The interface will be updated with each new deliverable and issued on a CD-ROM designed for easy installation</i> | \$15,000 | |
| <i>Oncology Marketing Strategies™ U.S. subscriber discount (only applies to Full Subscription)</i> | -\$5,000 | |
| | SUBTOTAL: | |
| <i>Applicable sales tax will be charged on the Total Purchase Price for purchasers located in AZ, CA, KS, MO, NJ and PA</i> | Sales Tax: | |
| | TOTAL: | |

Please complete your contact information and sign below:

| | |
|----------------------|--------------------------|
| Name: | _____ |
| Title: | _____ |
| Company : | _____ |
| Department: | _____ |
| Mailing Address: | _____ _____ |
| City/State/Zip Code: | _____ |
| Phone: | () _____ Fax: () _____ |
| Email address: | _____ |

PAYMENT DETAILS

- I have enclosed a check for \$ _____ payable to **The Mattson Jack Group, Inc.**
- Please invoice my company for \$ _____
Purchase Order No.: _____
(if required for invoicing)

Special instructions: _____

By signing below, I acknowledge that I have read and agreed to the following terms:

- Payment is due upon receipt of the invoice. An 18% per annum interest rate shall be charged against the unpaid balance of invoices past due 30 days from the date of the invoice.
- DaVinci reserves the right to assess a sales tax if state or local tax authorities require this.
- DaVinci's syndicated reports are for the sole use of subscribing companies and their wholly-owned subsidiaries, and I agree to protect the confidential nature of the reports.

Signature _____

Date _____

Please inquire about your company's qualification for a small company discount

CONTACT INFORMATION

DaVinci Oncology Specialists
*The Oncology Center of Excellence for
 The Mattson Jack Group, Inc.*
 393 Vintage Park Dr., Suite 250
 Foster City, California 94404, U.S.A.
 Telephone: (650) 212-7010
 Facsimile: (650) 212-7011
 e-mail: davinci@mattsonjack.com