

MATTSONJACK

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FOR IMMEDIATE RELEASE

MATTSONJACK LAUNCHES CANCERNFLUENCE®**PEER-NOMINATED PHYSICIANS INFLUENCING THE TREATMENT OF CANCER**

ST. LOUIS, MISSOURI – September 9, 2008. [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics for the pharmaceutical and healthcare industries, extends its leadership in oncology and physician influence identification with the introduction of [CancerNFluence®](#), the most comprehensive database of peer-nominated physicians who influence treatment decisions in cancer.

Drawing on MattsonJack's 10 years' experience in physician influence identification and mapping, CancerNFluence® profiles physicians in the U.S. and Western Europe in the high-profile cancer markets of breast, non-small cell lung, head and neck, colorectal, and non-Hodgkin's lymphoma. Its user-friendly web interface provides automated reporting capabilities and 24/7 accessibility to information that will help users with a variety of efforts, including:

- Speaker or Ad Board recruitment
- Medical Science Liaison group alignment
- Clinical investigator recruitment
- New product planning
- Marketing research recruitment
- Sales force targeting

CancerNFluence® goes beyond traditional KOL identification by giving users the comprehensive scope of a physician's influence, identifying the top physicians in oncology at the national / international and regional / local geographic levels. The scope of a physician's influence is further defined within and across multiple tumor types.

"Physicians' therapeutic decisions rely heavily on the opinions of peers they respect and follow," said Gary Bartolacci, Senior Director at MattsonJack. "CancerNFluence® not only identifies these nationally and internationally influential physicians but also the physicians who wield significant influence at the local and regional levels, where the larger volume of cancer patients are treated."

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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 [CancerMPact®](#), [CancerNSight™](#), and [Oncology Marketing Strategies™](#).

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)

Kantar is one of the world's largest research, insight and consultancy networks. It helps clients make better business decisions through a deeper understanding of their markets, their brands and their customers. Part of WPP, Kantar brings together a diverse group of outstanding marketing insight and consulting companies - each an expert in their field who can work together seamlessly to help clients address business issues in a holistic and strategic way.

Companies include: Added Value Group, IMRB, BMRB, BPRI, Cannondale Associates, Center Partners, Everystone, Focalyst, Fusion 5, Glendinning Management Consultants, Henley Centre HeadlightVision, IMRB, Kantar Operations, KMR Group, Lightspeed Research, Management Ventures, The Mattson Jack Group, Inc.,

N E W S R E L E A S E

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Millward Brown, Research International, RMS and Ziment Group. The group operates in more than 160 offices across 60 markets worldwide.