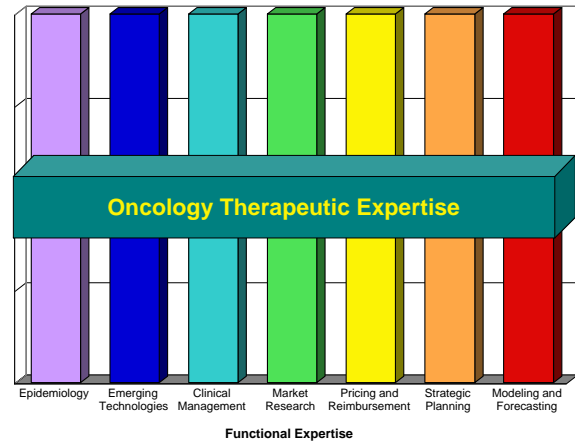


## DAVINCI ONCOLOGY SPECIALISTS' CAPABILITIES AND SERVICES

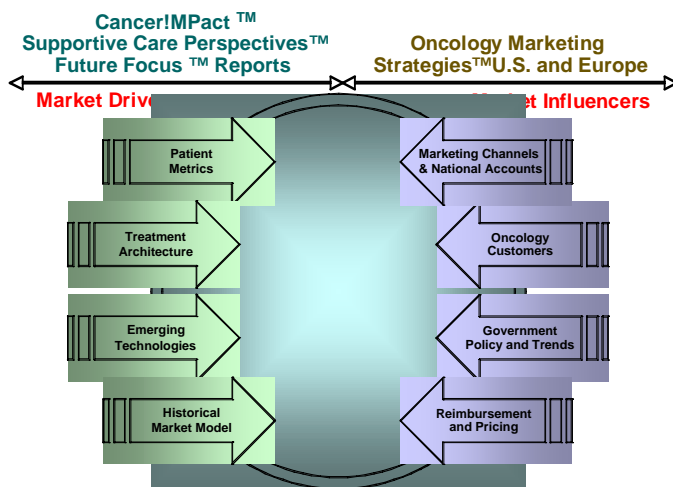
The Mattson Jack is renowned for exceptional expertise and client service in many different areas:

- Epidemiology
- Science and Technology
- Market Research
- Pricing and Reimbursement
- Modeling and Forecasting
- Business Development and Licensing

DaVinci Oncology Specialists is the Oncology Center of Excellence for the Mattson Jack Group and provides an unparalleled depth and breadth of oncology experience to the areas of functional expertise.



DaVinci's syndicated reports, as shown in the following graphic, provide a comprehensive review of the market drivers and influencers for the U.S., European, and Japanese oncology markets. In addition to the reports, DaVinci Oncology Specialists also offer clients innovative custom consulting solutions in the oncology arena.



### Existing Syndicated Reports and Services

- **Cancer!MPact™:** Comprehensive data and analytical service based on the merger of CancerMETRIC® and Cancer Perspectives™ services. Available for the U.S., Western Europe, and Japan
- **Oncology Marketing Strategies™:** Unique service designed to guide marketing and sales professionals to succeed in the evolving and complex cancer marketplace. Only report of its kind focused on oncology; available for the U.S. and Western Europe
- **Supportive Care Perspectives™:** Report covering the major supportive care issues like anemia, neutropenia, nausea and vomiting, mucositis, and thrombosis. Available for the U.S. only.
- **Future Focus™ Reports:** Series of reports on focused topics or smaller tumor types. Recent topics include generics in the U.S. oncology market, the U.S. MDS market, and the U.S. GIST market.

DaVinci's Custom Oncology Consulting provides clients with actionable intelligence to assist in making better decisions faster.

The topics covered include:

- Strategic pricing plans
- Indication prioritization and selection for novel agents
- Conference reviews for key topics and cancers
- Comprehensive and insightful forecast models for novel agents and competitors
- Assessment of specific indications regarding current standards, new agents, and future treatment trends
- Analysis of oncology in-licensing opportunities and strategies

### Custom Consulting Case Study

**CLIENT CHALLENGE:** A novel agent with a unique mechanism of action was poised for approval in the U.S. The company realized that it needed an updated forecast for the product given recent changes in the marketplace and in reimbursement (e.g., Medicare/CMS).

**DAVINCI'S SOLUTION:** Using a combination of one-on-one interviews and internet surveys, DaVinci's team conducted significant market research to assess the market's response to the novel agent and where it might be utilized at launch and with subsequent data availability. The team created a forecast model utilizing the market research combined with Mattson Jack's forecasting expertise and insights.

**CLIENT RESPONSE:** The client was pleased with DaVinci's insight into the market acceptance of the novel agent along with recommendations regarding maximizing the value of new clinical data in the marketplace. The forecast model was well received given its ability to model the specific situation for the client's product under different competitive scenarios.