

MATTSONJACK

CONTACT:

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

FOR IMMEDIATE RELEASE

MATTSONJACK RELEASES ONCOLOGY MARKET ACCESS EUROPE, THIRD EDITION: MULTI-COUNTRY TOOL FOR OPTIMAL POSITIONING, PRICING, AND COVERAGE

ST. LOUIS, MISSOURI – December 4, 2008. [The Mattson Jack Group, Inc.](#) (MattsonJack), a recognized leader in business analytics for the pharmaceutical and healthcare industries, announces the release of Oncology Market Access Europe, Third Edition, formerly Oncology Marketing Strategies Western Europe, the key resource for successful cancer drug positioning in the diverse and rapidly evolving European healthcare market.

Oncology Market Access Europe is based on primary qualitative and quantitative research as well as comprehensive secondary analyses to provide the most current distillation of the market access situation by country and across the European Union (EU) Big 5 – France, Germany, Italy, Spain, and the United Kingdom. The content helps subscribers position drugs for optimal pricing and coverage as well as create timely and country-specific strategies that best fit the ever-changing market access landscape. Research for Oncology Marketing Access Europe was conducted by MattsonJack’s European consulting team and local market experts and includes extensive primary research with providers, distributors, funding authorities, and regulatory experts in each country.

“The Third Edition of Oncology Market Access Europe addresses the need for rapidly accessible country-specific information designed to help focus marketing efforts, with ready access to in-depth specifics that provide the greater context necessary to develop formal marketing plans,” says Rhoda Dunn, Senior Director, Oncology Market Access Europe.

“Market access is country-specific,” says Pierre Anhoury, M.D., Senior Vice President of MattsonJack Europe. “Drug approval by the European Medicines Agency (EMA) does not equate to patient access throughout all EU countries. Pricing, reimbursement, and utilization controls greatly vary among countries and regions within each country. Specific criteria such as pharmaceutical investment in R&D, improvement over existing standard of care, patient population size, and need, among others, are important for EU payers. The Third Edition of Oncology Market Access Europe has been updated to reflect the most current data available by country and to explore regional variations and opportunities in greater detail to meet manufacturers’ growing needs for tools to successfully compete in the increasingly scrutinized and regulated European marketplace.”

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Enhancements to Oncology Market Access Europe include:

- Local European authors with hands-on expertise who inform health care at both national and EU levels
- Updates on new national and regional policies, macroeconomic forces, and country-specific issues that may affect the achievement of forecasts
- Updated economic data to clarify the effectiveness of existing policy to manage health care spending
- Examples of how pharmaceutical companies can work most effectively within the various systems
- Detailed referencing to provide improved access and transparency to source material
- Expanded graphics and layout to better highlight key points and cross-country trends

Each module includes country-specific information in the following 10 chapters:

- Executive Summary
- Country Overview
- Health Care System
- Government Policy and Trends
- Drug Pricing and Reimbursement
- Drug Utilization Controls
- Cancer Care Coverage
- Providers of Cancer Care
- Channels and Distribution
- Pharmaceutical Promotion

Additional in-depth data regarding cancer coverage, access, and care can be found in a series of country-specific appendices.

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

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