

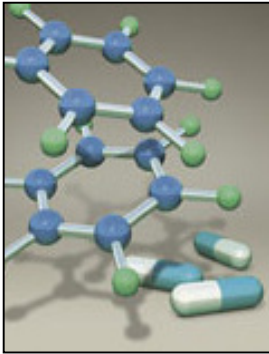


Oncology Drug Forecasting: Managing the Complexities

September 9th, 2008

Hotel Sofitel, New York, New York

Organizations Must Address The Complexities Of Assessing The Market Potential For New And Existing Systemic Therapies Used In A Myriad Of Tumor Types.

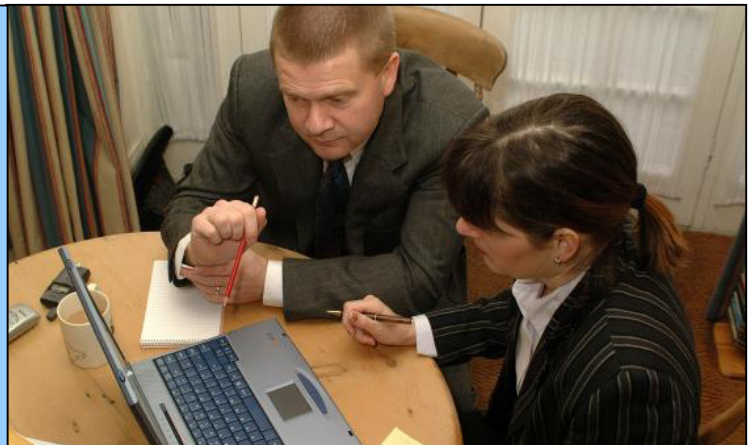


COMMON QUESTIONS ONCOLOGY COMPANIES NEED TO ANSWER:

- What is the commercial potential for our product if we can secure reimbursement for stage IV squamous NSCLC patients?
- How will therapy selection by KRAS genotype affect the target patient population for our new metastatic colorectal cancer drug?
- How many patients could potentially be treated with our supportive care drug across all tumor types in each major market in the world?

These questions and others will be answered by focusing on:

- ▶ *Challenges in oncology forecasting*
- ▶ *Trends in oncology services in light of the key factors which could affect demand*
- ▶ *The role of guidelines and their impact on demand*
- ▶ *Bringing reality into forecasting oncology drugs*
- ▶ *Projecting the population of cancer patient subsets*



Ideal candidates for this seminar include:

- ▶ *Market Research Professionals*
- ▶ *Business Development Professionals*
- ▶ *Marketing Professionals*
- ▶ *Clinical Research Professionals*
- ▶ *Financial and Biotech Analysts*

Registration Information

- ▶ *\$250 per participant*
- ▶ *Complete page 3 and fax to Strategic Answers at 905-823-5955*
- ▶ www.strategicanswers.com/conference2.htm

Oncology Drug Forecasting Seminar Overview
September 9, 2008, Sofitel New York: Trucadero Room

8:30 am Continental Breakfast

9:00 am Welcome, Introductions

Don Stark

9:10 am Challenges in Oncology Forecasting

Don Stark

The session will identify the challenges in forecasting anticancer agents and highlight the high level of patient segmentation required for each type of cancer, the rapidly evolving standards of care, and the movement of patients from one segment to another (LABC to MBC, for example). Other challenges that will be addressed include how previous therapy influences future therapy options and how combination therapy is the norm, so new products are often additive rather than replacing existing products.

9:40 am Defining the Standard of Care

a) Role of guidelines

William McGivney

Although they are a solid starting point for treatment protocols, they are not always written in stone due to patient variation, MD bias and experience, and the lack of definitive evidence for all recommendations

10:30 am Coffee Break

10:45 am Bringing Reality into Oncology Forecasting Stephanie Mazzei

More than ever, the need to better quantify sub-populations of patients based on rapidly evolving identification of new biological markers (wild-type K-ras expression, etc.) and enhancements in diagnostic procedures could influence future treatment paradigms. This talk will address ways to determine the current state of oncology drug use, including Oncology Drug Audits, Key-Opinion Leader Interviews, and the critical elements of accurate oncology drug forecasting such as dynamism and a high frequency of updates.

11:15 Projecting Target Patient Numbers

Bernie Manente

Building on subsets of cancer patients from the past and projections into the future, this session will provide a hands-on method for state-of-the-art forecasting of oncology products and an overview of the OncoEdge[®] methodology.

11:45 am Questions/Discussion

all

Oncology Drug Forecasting: Managing the Complexities Registration Form

Venue: Hotel Sofitel 45 West 44th Street New York, NY 10036 (212) 354-8844	Registration Fee: \$250 per participant Please make checks payable to Strategic Answers Inc. and mail with this form to: Strategic Answers Inc. 625 Tremont Street Boston, MA 02118	Substitution and Cancellation: Registration may be transferred to another member of your organization up to 24 hours in advance of the conference. Cancellations received in writing by August 25 th will be refunded. Please fax changes/ cancellations to 905-823-5955
--	--	---

1. Name	Position	
2. Name	Position	
3. Name	Position	
4. Name	Position	
Company	Division	
Address		
City	State	ZIP Code
Telephone	Email	
Authorized Signature		

4 Easy Ways to Register



Website

www.strategicanswers.com



Fax

905-823-5955



Email

Conference@strategicanswers.com
 Please include all information on registration form



Mail

Strategic Answers Inc.
 625 Tremont Street
 Boston, MA 02118