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MedPanel Launches Profiles Syndicated Study Series and Announces 2004 Focus in Oncology

-- Series Will Utilize MedPanel's Online Methodology to Examine Clinical and Commercial Opportunities for Pharmaceutical Development --

CAMBRIDGE, Mass., May 24, 2004 /PRNewswire/ -- MedPanel, a leader in online medical market intelligence for the life sciences industry, announced today the launch of Profiles, its first syndicated study product. Profiles studies are produced quarterly as a subscription series that focuses on one disease area per year. The studies examine market opportunities, key areas of product performance, and investigational agents currently in clinical trials. Profiles is designed to provide in-depth analysis for organizations and companies considering the development, acquisition or launch of a therapeutic agent for commercialization. MedPanel's first Profiles report centers on Metastatic Breast Cancer, the first installment of the its Profiles in Oncology series. This study explores best practices, outcomes measures, unmet medical needs, and provides quantification of trade-offs associated with varying levels of clinical performance for therapies targeting metastatic breast cancer (MBC).

In 2002, approximately 40,000 deaths in the United States were attributed to breast cancer. While significant therapeutic advances for early-stage disease have emerged in recent years, an estimated 30 to 40 percent of all patients in Western countries ultimately develop metastatic breast cancer. Median survival is estimated at only two years, underscoring the tremendous unmet need for therapeutic advances.

"Profiles in Metastatic Breast Cancer comprises extensive input from thought-leading and community oncologists that is designed to give companies a competitive edge in developing new treatments," said Will Febbo, CEO of MedPanel. "MedPanel's Internet-based platform and living database of medical experts enables drug developers to define product and patient profiles, influence clinical trial design, assess the competitive landscape and explore physician usage and perceptions along the drug development and commercialization life cycle from Phase I to post-launch."

Kelly P. Knauth, senior business development associate at Eli Lilly, said, "MedPanel's Profiles in Oncology is an exceptional source of insight into the specific product attributes that drive decisions by thought leaders and community physicians. With the increased time pressure in pharmaceutical business development, the report has proven to be an invaluable and comprehensive source of ready information."

"The methodology of the study consisted of a qualitative online discussion among ten key opinion leaders in the field of metastatic breast cancer, as well as a quantitative survey and a conjoint exercise completed by 100 community-based oncologists to generate insight into differences in perspective between academic and community-based physicians," said Matt Fearer, senior vice president of MedPanel and developer of the Profiles series. "For example, when we ask oncologists to rank order therapy-related toxicities, we find that community-based physicians align themselves more closely with patients, ranking everyday issues, such as quality of life,



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fatigue and vomiting, higher on the list than seemingly 'invisible' but critical side effects, such as cardiotoxicity and neurotoxicity, which academic oncologists rank higher in importance."

"Medpanel provides an opportunity for academic and community physicians to discuss contemporary issues in clinical medicine based on personal experience and available evidence," said Dr. Eyal Attar, oncologist at Massachusetts General Hospital, Center for Regenerative Medicine and Technology Experimental Hematology, and moderator of the Profiles panel. "The combination of probing questions, a physician moderator, and inter-panelist anonymity provides a forum for high level, thoughtful discussions."

MedPanel's Profiles series will focus on oncology throughout 2004, with non-small cell lung cancer, prostate and colorectal cancer to follow the current report. Other therapeutic areas such as cardiology, psychiatry, and neurology are candidates for future Profiles series.

About MedPanel

MedPanel is the only medical market intelligence company providing custom and syndicated research to the life sciences industry exclusively online. MedPanel's powerful proprietary methodology and platform enable pharmaceutical, biotechnology, medical device and diagnostics companies to have greater strategic control over the development and commercialization of products, and lower costs overall. Through unparalleled access to clinicians, medical thought leaders and healthcare professionals, and through its interactive, asynchronous approach to medical panels and surveys, MedPanel is able to deliver to fast, unbiased, cost-effective and actionable data. MedPanel is a global organization based in Cambridge, Massachusetts.

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