

For Immediate Release

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SENATOR ARLEN SPECTER (R-PA) TO OPEN THE PLENARY PANEL AT THE 2003 PHARMACEUTICAL MARKETING CONGRESS ON SEPTEMBER 29, 2003 IN PHILADELPHIA, PA

-- “The New Imperative: Facing the Value Challenge”— to discuss how pharmaceutical companies have a unique opportunity to provide payors the value they are looking for while simultaneously building a sustainable competitive advantage --

New York, NY – September 18, 2003 – The Institute for International Research, the world’s largest international conference organizer, and The Bruckner Group, a management consulting firm exclusively in the pharmaceutical, biotechnology, and medical device industries, today announced that Senator Arlen Specter (R-PA) will be opening the plenary panel at the 2003 Pharmaceutical Marketing Congress (PMC). The panel is entitled “The New Imperative: Facing The Value Challenge.” Following Senator Specter’s speech, panel participants will include Mr. Cedric Philipp, a former senior executive at Wyeth Pharmaceuticals and President of Philipp Pharmaceutical Marketing, Dr. Robert Seidman, VP and Chief Pharmacy Officer of WellPoint Health Networks, and others. David Balekdjian, Partner at The Bruckner Group and plenary program developer, will introduce and moderate the panel. It will take place on Monday September 29 at 8:30am in the Wyndham Franklin Plaza Hotel in Philadelphia. For more information on the PMC, visit www.pharmaevent.com.

The plenary panel will discuss a major pharmaceutical industry paradigm shift called Outcomes-Based Access (OBA). This payor-driven shift, the result of rapidly increasing drug costs, is resulting in payor demands for better value from pharmaceutical treatments produced by pharmaceutical and biotechnology manufacturers. Payors are uniformly asking for new treatments that produce equal or better patient outcomes while favorably impacting overall

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healthcare costs, and linking formulary access to the demonstration of such value. This new approach, part of Outcomes-Based Access, is resulting in the rejection of 40% of new treatments for preferred formulary status. Other OBA policies are increasing restrictions on physician prescribing practices, limiting drug companies' ability to market to physicians, and reducing patient demand for expensive branded drug products through direct education efforts.

Yet OBA presents a unique opportunity for pharmaceutical companies to build a sustained competitive advantage through the development and marketing of treatments that consistently offer compelling value. The panel discussion will present ideas for how pharmaceutical companies can address the needs of payors while simultaneously meeting the needs of their shareholders and the healthcare system.

“There is no more timely topic in the pharmaceutical industry right now than Outcomes-Based Access and the new focus on value,” said Main. “We have assembled a very impressive panel by any standards. The panel will address the political, healthcare, and business dimensions of this major paradigm shift,” Main said. “It will be an important, memorable, and lively discussion.”

Senator Specter, the senior Senator from Pennsylvania, is Chairman of the Labor, Health and Human Services and Education Appropriations Subcommittee, and Chairman of the Veterans Committee. Under his leadership, funding for the NIH has increased by 100%, making possible major advances in curing Parkinson's disease, cancer, heart disease and delaying the onset of Alzheimer's.

A limited number of press passes will be available. Please contact mgodson@iirusa.com for information on application.

About The Institute for International Research

The Institute for International Research (IIR) is the world's largest international conference company with more than 100 different business units and 3,500 employees in 70 countries. Founded in 1973 by Irvine Laidlaw, the current Chairman, IIR continues to provide unbiased, leading-edge business information through conferences, workshops,

seminars, and the Internet. For more information about The Institute for International Research, please visit www.iirusa.com.

About The Bruckner Group

The Bruckner Group Inc. (BGI) is a management consulting firm located just outside of Boston, serving pharmaceutical, biotechnology, and medical device companies exclusively. BGI provides strategic management advice, actionable solutions, and tactical execution assistance for strategic and competitive business problems. BGI's clients range from leading pharmaceutical and biotechnology companies to mid-sized and niche companies. For more information about The Bruckner Group, please visit www.brucknergroupp.com, or contact David Balekdjian at (781) 245-4454, x222.

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