



**The Bruckner Group, Inc.**

STRATEGY & RESEARCH FOR THE PHARMACEUTICAL INDUSTRY

## **BusinessWeek article highlights promising breakthrough treatment for advanced coronary artery disease**

### ***Bruckner Group study quantifying the preliminary value proposition for this potential breakthrough cardiovascular therapy cited by BusinessWeek***

**Wakefield, MA. July 10, 2007.** BusinessWeek published an article on July 6 discussing the race by pharmaceutical and biotechnology companies to be first to bring to market an effective angiogenesis treatment for cardiovascular disease. While angiogenesis therapies are being pursued by Sanofi-Aventis, Boston Scientific, Baxter, and Genzyme, among others, the article highlights a very promising new biological therapy for advanced coronary artery disease (CAD) patients, FGF-1, from CardioVascular BioTherapeutics Inc. (CVBT).

BusinessWeek cites The Bruckner Group's (BGI) study presenting the preliminary value proposition for FGF-1 use in advanced coronary artery disease patients. According to BGI's study, FGF-1 has the potential to reduce treatment costs of advanced CAD patients by 20% over a five-year period after treatment.

Here is a link to the article:

[http://www.businessweek.com/technology/content/jul2007/tc2007075\\_259598.htm](http://www.businessweek.com/technology/content/jul2007/tc2007075_259598.htm)

"It's exciting when a breakthrough treatment appears with the potential to transform how we treat patients with a serious and costly disease like coronary artery disease," said Michael Russo, Partner, The Bruckner Group. "Typically, breakthrough treatments add cost to the healthcare system. BGI's study indicates, however, that FGF-1 could actually reduce total treatment costs, by as much as 20% over five years. We are looking forward to gathering evidence from the ongoing clinical trials to conclusively prove these points," Russo said.

According to Daniel Montano, CEO of CardioVascular BioTherapeutics, "The Bruckner Group's ongoing development of FGF-1's value proposition has been critical to FGF-1's commercial development. BGI's findings are allowing CVBT to have meaningful discussions with payers and employers. We are telling them that not only is a clinical breakthrough on the horizon that has the potential to revolutionize treatment for coronary artery disease patients, but more importantly, it will produce great savings. Given the growing financial strains on the U.S. healthcare system, our message is being met with great enthusiasm by payers, employers, and other stakeholders," Montano said.

#### **About The Bruckner Group (BGI):**

The Bruckner Group provides strategic advice to pharmaceutical and biotechnology executives. BGI is the leading expert in healthcare value strategy, helping pharmaceutical and biotechnology companies enhance and maximize the healthcare value of new therapies in development, prove that value at launch to payers and other stakeholders, and leverage that value post-launch to dominate markets.