



The Bruckner Group, Inc.

STRATEGY & RESEARCH FOR THE PHARMACEUTICAL INDUSTRY

Article in The Pink Sheet Describes Managed Care Payers' Expanding Healthcare Value Scrutinization of New Oncology, HIV, and Rare Disease Drugs

Article highlights The Bruckner Group's industry-leading expertise helping pharma and biotech companies develop new drugs that address payers' healthcare value needs

Wakefield, MA., December 2, 2008. The Pink Sheet, one of the leading publications in the pharmaceutical and biotechnology industries, published an article in its December 1, 2008 issue, discussing how managed care payers are now scrutinizing new cancer, HIV, and rare diseases therapies for their healthcare value. This represents a significant change from the past, where drugs in these categories had been largely "exempted" from healthcare value scrutiny.

The article extensively quotes Bruckner Group partner David Balekdjian, one of the country's foremost thought-leaders on healthcare value issues and strategy. Further, the article highlights The Bruckner Group's industry-leading and highly innovative approach, which helps pharma and biotech companies develop new drugs that deliver a differentiating and compelling healthcare value proposition to payers.

"It is tremendously gratifying to all of us at Bruckner to see public recognition in The Pink Sheet of Bruckner's industry-leading expertise helping pharma and biotech companies develop drugs that deliver high healthcare value to payers," said Michael J. Russo, President, The Bruckner Group. "While Bruckner's clients understand the tremendously differentiating impact that Bruckner has had on their clinical and commercialization pathways and processes, there are many pharma and biotech companies that still are following legacy approaches that sorely need re-tooling. Bruckner's clients have experienced tremendous successes using Bruckner's approach, because we construct a highly effective and cost-efficient pathway that maximizes a drug's healthcare value—satisfying payers' needs, alongside the needs of the FDA, physicians, and patients," Michael Russo indicated. "Bruckner's approach not only minimizes risk, but also significantly increases the likelihood of market success and revenue maximization."

Many pharma and biotech companies—such as Pfizer, GlaxoSmithKline, Novartis, Johnson & Johnson, Sanofi-Aventis, Abbott, Lilly, AstraZeneca/MedImmune, Wyeth, Roche, Takeda, Eisai, and Astellas, as well as many development-stage biotech companies, are developing new drugs in oncology, immunology, neurology, autoimmune diseases, HIV, and infectious diseases. These areas are being especially targeted by payers for a new round of healthcare value scrutiny, which lays the basis for payers' access decisions. Successful companies will be the ones that engage a development pathway that truly aligns with payers' healthcare value needs.

As outlined in “*Weighing The Outcomes*,” the widely-circulated feature article by Michael Russo and David Balekdjian in the February 2008 issue of **Nature Biotechnology**, The Bruckner Group offers a tremendous value proposition to its clients: Bruckner helps its clients get it right the first time—and at relatively modest cost. By satisfying payers proactively, payers can become partners, not enemies, and ensure that as many patients as appropriate will be treated with the new drug. This is the clear pathway to revenue maximization.

For more information, contact David Balekdjian at The Bruckner Group at (781) 245-4454, x222.

About The Bruckner Group: The Bruckner Group (www.brucknergroupp.com), the industry leader in healthcare value strategy, assists pharmaceutical and biotechnology company executives in developing business models, enterprise-wide processes, and individual product strategies that produce new drugs with high healthcare value, meeting the needs of payers, employers, physicians, and patients. In addition to healthcare value strategy, The Bruckner Group assists pharma and biotech executives on a broad range of strategy issues, including payer strategy, product development strategy, strategic marketing, pricing, and corporate development initiatives.