



Contact:  
Jack Lin  
Senior Director, Strategy & Analytics  
The Zitter Group  
71 Stevenson Street, Suite 1430  
San Francisco, CA 94105  
Phone (415) 547-1000  
Fax (415) 547-1001  
jlin@zitter.com

## Press Release

For immediate release

### The Managed Care Oncology Index: Semi-Annual Primary Market Research on the Evolution of Oncology Management by Commercial Payers.

The Zitter Group's new Managed Care Oncology Index focuses on both payers and oncology practices, making it the most comprehensive and up-to-date analysis of the major trends underway in the evolving payer market for oncology. This unique study offers pharmaceutical marketers insight into trends in physician reimbursement, product selection, practice profitability, patient access, and how managed care organizations plan to pursue oncology cost-cutting.

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Managed Care has long avoided close scrutiny of oncology. Faced with a fear of bad "PR" associated with denying care, most payers have concentrated on other categories. Recent events have begun to dramatically change the oncology marketplace: implementation of The Medicare Modernization Act, which altered payment methodology and provider incentives; imminent patent expirations for a number of important chemotherapies; and specialty pharmacy providers now offering oncology-specific services. Against this backdrop, The Zitter Group announced today the launch of its *Managed Care Oncology Index*, a comprehensive quantitative study offering the most accurate picture of the evolving market. The *Oncology Index* combines both a payer and a provider arm in order to track management priorities, coverage policies, access rules, and their impact on site of care, practice profitability, regimen selection, and drug utilization.

The *Managed Care Oncology Index*, to be conducted twice annually, offers an in-depth analysis of evolving payer and provider management systems, including claims adjudication, access, and reimbursement. The study consists of two key components: a web-based survey of 100 top decision-makers in large national and important regional managed care plans, and a similar survey of 100 oncology providers and practice managers. This two-armed approach provides a

unique level of understanding about ongoing changes in oncology management; the large sample size ensures national representation and the ability to track key trends by payer and practice size, and by geography.

To produce reliable, rigorous quantitative results, The Zitter Group uses multiple analytic methods, including: rank-order, Likert scales and discrete-choice analysis. Open-ended, qualitative questions are used to supplement and enrich the understanding market dynamics. The study will be conducted semiannually, with summer and winter editions.

By subscribing to the *Oncology Index*, pharmaceutical marketers can learn how changes in physician reimbursement and product sourcing will affect product use, site of care, and practice profitability. The *Index* will provide insight as to how payers and providers will manage cytotoxics, antihormonals, and targeted therapies in the wake of patent expirations and ASP-based reimbursement. The *Managed Care Oncology Index* is an important tool for manufacturers, analysts, and executives who want to understand the implications these trends will have for product marketing and uptake.

For more information about *The Managed Care Oncology Index*, please visit [www.zitter.com](http://www.zitter.com), or call 415-547-1000.

### **About The Zitter Group**

The Zitter Group (TZG) is a leading developer of strategic solutions for managed markets for biopharmaceutical companies. Founded in 1989, TZG is known for its rich analytic capabilities, innovative advisory programs, and pharmaceutical data services.

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