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SDI'S ONCOLOGY DATABASE & ACTIONABLE ANALYTICS FUEL PHARMA & BIOTECH MANUFACTURERS' BRAND MARKETING

Largest oncology database provides "one-stop" access to HIPAA-compliant longitudinal patient-centric information

Plymouth Meeting, Pa. – April 14, 2008 – [SDI](#), a leading provider of de-identified longitudinal patient-level data for the pharmaceutical and healthcare industries, today announced one-stop convenience as the largest single source for de-identified, patient-centric oncology information. SDI's oncology database provides enhanced drug uptake analysis, based on its research capability that goes beyond physician office data to incorporate all channels, including inpatient and outpatient hospital settings, physicians' offices and retail pharmacy.

SDI developed the breakthrough capability to provide clients a comprehensive analysis of drug use by oncology patients throughout their entire course of treatment. Its horizontal market-sizing analyses by therapeutic class, which are now available, are based on its comprehensive database that integrates and analyzes near real-time de-identified patient data from multiple points of care. For example, SDI's oncology database is the only one that incorporates true Electronic Medical Records (EMR) data, not just dosing information. Data is sourced from more than 100 hospital, clinic and physician practice sites, as well as pharmacy records and 650 million electronic healthcare claims submitted yearly from multiple channels. This unequaled information bank enables SDI to provide the most accurate profiles available of a particular drug's utilization patterns across the continuum of care.

"In addition to data available from more than 4,000 oncologists, pharmaceutical manufacturers have access to data from a complete cross-section of providers that treat or are most likely to treat patients diagnosed with cancer, increasing the usability of the information," said Susan Dennis, SDI's senior director of oncology data services. "This means that they can capture data from patients who aren't receiving drug therapy or those who are receiving non-chemo treatment, an important competitive advantage that allows 'watch and wait' research and analysis. Pharmaceutical manufacturers can also use SDI data to effectively target their marketing to physicians who are most likely to treat patients that would benefit from their products."

Enabled by its unique ability to integrate diagnosis patterns with specific drugs and/or regimens as well as to describe patterns of illness, SDI's oncology database can also track changes in therapy that may represent therapy failure or disease progression. SDI worked directly with oncologists to develop a proprietary methodology to enunciate specific business rules (elements of a therapy itemized into the discrete details necessary to record it statistically). Additionally, SDI's database allows research and analysis to:

- identify overall market opportunity for a particular drug,
- distinguish the stages of a disease and the related drug utilization and regimen,
- determine market penetration within a specific disease,
- follow a drug throughout its lifecycle (including the periods pre-launch and following introduction of a competitive product),
- benchmark product strategies against current market activities, and
- track a surrogate product.

Said Dennis, "Our unique multi-channel data approach provides key insights into new oncology channels that pharmaceutical manufacturers have long wanted to measure and leverage."

About Surveillance Data, Inc. (SDI)

Based in Plymouth Meeting, Pa., SDI is a leading provider of longitudinal patient-level data serving pharmaceutical, biotech and consumer product retail companies with healthcare data since 1982. The majority of SDI's 200+ employees are dedicated to sophisticated analysis and reporting of patient-level data. SDI takes a consultative approach to designing the best analyses for its clients, combined with expert study design and analytical expertise to produce superior insights. Its current client roster features all of the top 20 companies in the pharmaceutical and biotechnology sector. For more information, visit www.survdata.com or call 610.834.0800.

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