

Contact:
Amendola Communications for SDI
Jan Shulman
480-664-8412 ext. 12
jshulman@ACmarketingPR.com

FOR IMMEDIATE RELEASE

SDI'S NEW PHYSICIAN PRACTICE PROFILING (P3) REPORT IDENTIFIES ONCOLOGISTS WITH THE HIGHEST BRAND UTILIZATION GROWTH POTENTIAL

Pharmaceutical companies leverage SDI oncology data analytics on patient volume and drug utilization to cost-effectively target individual physicians

PLYMOUTH MEETING, Pa. – Aug. 13, 2008—[SDI](#), the leader in innovative healthcare analytics for the pharmaceutical and healthcare industries, announced today its newest advancement in patient-level data analytics, the Physician Practice Profiling (P3) Report, which categorizes a subset of oncologists by their patient volume and prescribing behaviors. This classification strategy enables pharmaceutical companies to identify the best individual physicians to target with educational and promotional initiatives to increase drug utilization. SDI will initially focus on delivering the P3 Report to pharmaceutical companies specializing in oncology.

According to Susan Dennis, Senior Director of Oncology Data Services, “Pharmaceutical companies are looking for effective tools to help them market their brands more efficiently. For the first time, pharmaceutical manufacturers can benefit from detailed utilization data from individual oncologists rather than relying on overall practice data to identify physicians with the highest applicable patient volume and low drug utilization. In addition to providing target audience information, this data can also track pre- and post-marketing outreach and provide a performance baseline from which to judge the success of sales and promotional campaigns.”

SDI's HIPAA-compliant oncology database includes geographically representative information on 121,000 monthly chemotherapy administrations; more than 3,000 oncologists; and anonymized data on more than 2 million cancer patients and over 3 million claims for treated cancer patients.

“We looked at how to effectively target oncologists since cancer treatments are one of the leading R&D categories for the pharmaceutical and biotech industries, as well as one of the most complex, Dennis added. “SDI's P3 report allows marketers to break down chemotherapy prescribing data by drug, location (state, DMA or sales region) – virtually any level of detail needed to examine the volume of

patients and drug utilization. The database can also pinpoint which drugs are prescribed for specific tumor types, as well as dosing, length of therapy, etc. – a level of detail that no other company delivers.”

About SDI

Since 1982, SDI has been delivering the most innovative healthcare data products and analytic services on the market to the pharmaceutical, biotech, healthcare, medical device, and consumer packaged goods industries. SDI is a leading provider of de-identified patient-level data, as well as real-time localized disease and treatment surveillance and modeling data. SDI takes a consultative approach to designing the best analyses for its clients, combined with expert study execution and analytical expertise to produce superior insights. Its current roster of client companies in the pharmaceutical/biotech sector includes all of the top 20 firms. For more information visit www.sdihealth.com or call 610.834.0800.

###