

CONTACT: Clients
Keith Mandia
kmandia@sdihealth.com

Media
Tracy Everly
teverly@sdihealth.com

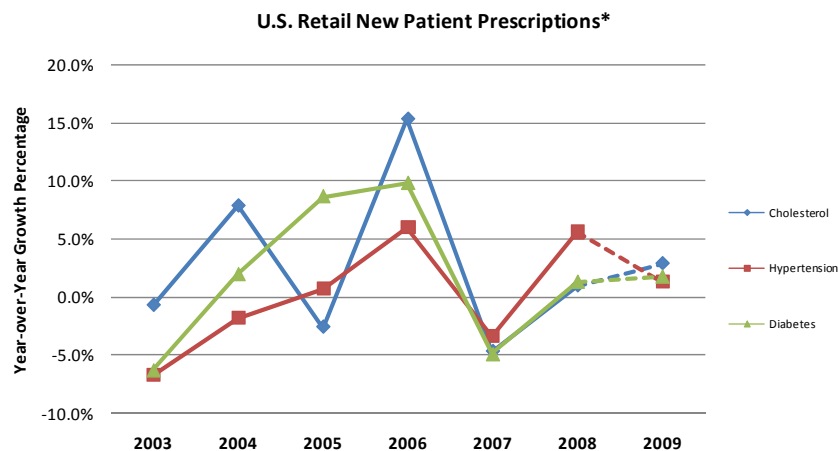
800.982.5613
267.685.4300
www.sdihealth.com

FOR IMMEDIATE RELEASE

SDI Forecasts Under 5% Growth in New Patient Therapy Starts in the Cholesterol Reducer, Diabetes, and Hypertension Markets in 2009

PLYMOUTH MEETING, Pa. (Dec. 18, 2008) – New patient therapy starts in the cholesterol reducer, diabetes, and hypertension markets — three of the largest retail prescription drug categories — will be relatively flat in 2009 compared to previous years, with growth expected to be lower than 5% in each, according to SDI. While new patient therapy starts do not always equate to the number of newly diagnosed patients, they typically reflect growth in a market.

The following graph shows yearly growth trends in new patient prescriptions across the three markets from 2003 through 2008 and includes the 2009 forecast. The figures are based on SDI's de-identified longitudinal patient data claims. New patient therapy start activity includes treatment for patients who had not recently filled a prescription in the therapeutic category.



*Based on U.S. dispensed retail prescriptions and does not include channels such as mail order, long-term care, or hospital sales.

According to SDI Chief Operating Officer John Ross, “Several factors likely are contributing to lower year-over-year growth in these markets. The indication that many patients are going without healthcare coverage — and sometimes their medications — does not bode well for how many new patients will begin prescription therapy in 2009. The economic climate is challenging for many industries, not just healthcare, but the demand for medications in these three areas should level off in 2009 and improve from there.”

The cholesterol reducer market will be of particular interest in 2009 in light of the November JUPITER study findings which provided evidence that Crestor reduces heart attacks, strokes, and deaths due to cardiovascular disease in people with no signs of heart disease. According to SDI’s Vector One®: National, Crestor’s overall market share has increased 1 percentage point since January 2008, including an increase of 0.1% between Nov. 8 and Dec. 5. Overall, the number of monthly cholesterol reducer retail prescriptions nearly doubled from 9.8 million in January 2002 to 18.8 million in October 2008. SDI projects 3% growth in new patient therapy starts in the cholesterol reducer market in 2009.

The diabetes market has new products in the pipeline from various manufacturers, but one key question will be whether or not recent safety concerns will result in increased regulations, possibly impacting short-term performance and long-term R&D investments. The total diabetes market grew from 8.9 million monthly retail prescriptions in January 2002 to 12.8 million in October 2008 (44% increase). SDI projects 2% growth in new patient therapy starts in the diabetes market in 2009.

Also considered in these forecasts were indications that more Americans are postponing needed healthcare and minimizing prescription consumption, as reported in the Kaiser Family Foundation’s October 2008 report, *Health Tracking Poll: Election 2008*. Nearly half (47%) of the respondents reported “cost” having a household impact on healthcare decisions. Additional consideration was given to rising unemployment, which will result in fewer insured Americans, and declines in the consumer confidence index.

SDI provides flexible information solutions by taking a consultative approach to problem solving. Drawing on the widest breadth of syndicated and customized services to provide the right solution to clients’ business problems, SDI features over 100 distinct services and studies that provide context and insight to the healthcare industry.

SDI focuses on three core areas of activity:

- Measuring healthcare systems through its service offerings – many of which are the most relied upon in the healthcare industry.

- Analyzing the patient experience through longitudinal de-identified patient data and specialty analytics.
- Integrating and warehousing information assets into actionable solutions.

About SDI

Since 1982, SDI has been delivering innovative healthcare data products and analytic services to the pharmaceutical, biotech, healthcare, medical device, financial services, and consumer packaged goods industries. SDI is the leading provider of de-identified patient-level data analytics and offers a broad array of solutions and insights across the continuum of care. These include custom and syndicated patient-level data studies; localized disease and treatment surveillance and projection; market research audits; healthcare profiles; comprehensive managed care offerings; clinical trial optimization; direct-to-patient pharmacy programs; marketing effectiveness; sales targeting and compensation products; data integration, warehousing, and mining; list services; and direct marketing services. Its current roster includes the top 50 pharmaceutical/biotech companies. For more information, visit www.sdihealth.com or call 610.834.0800.