



BioMedical Insights, Inc.’s Survey Ranks Oncology Thought Leaders for Key Tumor Types

January 25, 2005—San Francisco, CA—BioMedical Insights, Inc., a health care consulting firm, announced the completion of nine new oncology Thought Leader Reports™ (TLRs™). The company surveyed a national sample of hematologist/oncologists and medical oncologists. Based on approximately 600 survey responses, national and local thought leaders, also known as key opinion leaders, were ranked for each tumor type. The highest ranked national thought leaders are shown below:

Cancer Type	Top 3 Thought Leaders Ranked by Hematologist/Oncologists
Breast	Larry Norton, MD (Memorial Sloan-Kettering) Clifford A. Hudis, MD (Memorial Sloan-Kettering) Gabriel N. Hortobagyi, MD (MD Anderson)
Non-Small Cell Lung	Chandra P. Belani, MD (University of Pittsburgh) Paul A. Bunn, Jr., MD (University of Colorado) Mark G. Kris, MD (Memorial Sloan-Kettering)
Colorectal	Leonard B. Saltz, MD (Memorial Sloan-Kettering) Daniel G. Haller, MD (University of Pennsylvania) Robert J. Mayer, MD (Dana-Farber/Harvard)
Prostate	Daniel P. Petrylak, MD (Columbia University) Mario A. Eisenberger, MD (Johns Hopkins University) Howard I. Scher, MD (Memorial Sloan-Kettering)
Head and Neck	Everett E. Vokes, MD (University of Chicago) Arlene A. Forastiere, MD (Johns Hopkins University) Marshall R. Posner, MD (Dana-Farber/Harvard)
Melanoma	John M. Kirkwood, MD (University of Pittsburgh) Steven A. Rosenberg, MD, PhD (National Cancer Institute) Donald L. Morton, MD (John Wayne Cancer Institute)
Non-Hodgkin’s Lymphoma	James O. Armitage, MD (University of Nebraska) Sandra J. Horning, MD (Stanford University) Julie M. Vose, MD (University of Nebraska)
Ovarian	Robert F. Ozols, MD, PhD (Fox Chase) J. Tate Thigpen, MD (University of Mississippi) Maurie Markman, MD (MD Anderson)
Pancreatic	James L. Abbruzzese, MD (MD Anderson) Margaret A. Tempero, MD (University of California, San Francisco) Robert L. Fine, MD (Columbia University)

Survey participants consistently rated thought leader opinions as highly influential in their own treatment decision-making. The influence of national thought leaders was rated a 5 (median) out of 6, where 1 was “not influential” and 6 was “extremely influential.” Local thought leader influence rated 4 out of 6.

“This is the only survey we know of that includes the responses of so many specialists within each disease area. Doctors’ treatment patterns are influenced more by each other than by anyone else, which makes this information invaluable to those who want to reach thought leaders in the health care community,” said Chris Nicita, Partner at BioMedical Insights.

About the Thought Leader Reports™

BioMedical Insights developed the TLRs™ to reliably and authoritatively identify and rank **national** and **local** physician thought leaders in the diseases of most interest to health care product manufacturers. The TLRs™ were

first released in 2003 for select oncology indications and expanded in 2004 to include a total of 5 disease areas (see table below). For each disease area, specialists in their respective fields – oncologists for breast cancer, rheumatologists for rheumatoid arthritis, etc. – were asked whom *they* consider to be the national and local thought leaders in select indications. Thought leaders were defined as individuals representing one of the following: 1) an experienced peer to whom they would look for advice or insight, &/or 2) involved in important clinical research, &/or 3) widely-recognized/published expert. For each report, BioMedical Insights also conducted a follow-up survey with the national thought leaders, asking them to identify up-&-coming thought leaders as well as the leading institutions for treatment and research.

For most indications, the sample sizes range from 500 to 1,000 responses and between 20 and 40 national thought leaders are ranked based on the number of mentions they received. Physicians also identified local thought leaders for 25 of the largest US metropolitan areas (specific MSAs vary by report).

The TLRs™ identify and rank national and local thought leaders in the following disease areas:

Oncology	Urology	Gastroenterology
Breast Cancer	Prostate Cancer	Inflammatory Bowel Disease
Non-Small Cell Lung Cancer	Erectile Dysfunction	Viral Hepatitis (B&C)
Colorectal Cancer	Urinary Incontinence	Gastroesophageal Reflux Disease
Ovarian Cancer	Benign Prostatic Hyperplasia	Irritable Bowel Syndrome
Prostate Cancer		
Non-Hodgkin’s Lymphoma	Rheumatology	Dermatology
Pancreatic Cancer	Rheumatoid Arthritis	Psoriasis
Head & Neck Cancer	Osteoarthritis	Atopic Dermatitis
Melanoma	Systemic Lupus Erythematosus	Acne
Multiple Myeloma*	Ankylosing Spondylitis	Aesthetic/Cosmetic Dermatology
Acute Myelogenous Leukemia*		
Chronic Myelogenous Leukemia*		
Renal Cell Carcinoma*		
Hepatocellular Carcinoma*		

* To be released 2Q05

For more information regarding the Thought Leader Reports™ (TLRs™), please visit <http://www.BioMedicalInsights.com/TLRTM.html>.

About BioMedical Insights, Inc.

BioMedical Insights, Inc. is a strategic and analytic health care consulting firm that specializes in new product development, marketing, and payment issues. Primary clients include biotechnology, pharmaceutical and medical device manufacturers. The company also performs due diligence for investment banks and venture funds. Core services include market and technology assessments, payer strategy, marketing strategy, managed care strategy, pricing, and pharmacoeconomic strategy. Visit BioMedical Insights at www.BioMedicalInsights.com.

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