

NEW YORK PHARMA FORUM PROGRAM
THURSDAY, OCTOBER 8, 1998

SPEAKER:

Mr. William R. Mattson, Jr.
President and Co-Founder, The Mattson Jack Group

TOPIC:

**"Direct-To-Consumer Promotion of Prescription
Pharmaceuticals "**

In 1997, over \$1 billion was spent by U.S. pharmaceutical companies on direct-to-consumer advertising, up 100% from 1996. This is an important U.S. marketing trend both for existing and new products. There are forecasts that by the year 2000, American pharmaceutical companies will increase spending on direct-to-consumer advertising of prescription pharmaceuticals anywhere from \$3 to \$5 billion per year.

Mr. Mattson will give an overview of direct-to-consumer promotion of prescription pharmaceuticals, and discuss the future of this trend. His presentation is intended to give a better understanding of this type of advertising.

Mr. Mattson is the President and Co-founder of The Mattson Jack Group, an associate member of New York Pharma Forum. The Mattson Jack Group is a consulting firm to the pharmaceutical industry, which specializes in U.S. market entry strategies, creative business alliances including co-promotion, innovative promotional practices, and "best practices." He is also the Chief Executive Officer of MedStrategy.