



ZIMENT ANNOUNCES COMPOUNDZ: A GROUNDBREAKING APPROACH TO MODELING NEW PRODUCT POTENTIAL

New York, February, 2009 –Ziment, a global healthcare and pharmaceutical market research consultancy headquartered in New York, has introduced *COMPOUNDZ*, for modeling the potential uptake of new products. The new approach leverages Ziment’s industry-standard operations along side it's advanced decision-modeling capabilities to enable pharmaceutical companies to use the power of quantitative models to inform critical decisions on new molecules in about half the time previously required.

“Distinguishing winning compounds from among the thousands evaluated by pharmaceutical companies every year is a high-stakes game. And each choice has tremendous implications for our clients' businesses. Traditionally, key market feedback was gathered using qualitative research alone. Now, using *COMPOUNDZ*, our clients are able to bring rigorous, projectable techniques to reduce the risks inherent in these decisions,” says the company’s CEO, John Tapper.

COMPOUNDZ is an innovative approach to decision modeling that lets pharmaceutical companies measure likely uptake of a wide variety of possible new products within the limits of the due diligence process. To achieve this, *COMPOUNDZ* couples highly-efficient back-end operations with some constraints on the complexity of the products to be tested. These efficiencies enable Ziment to bring the power of top-quality decision models, complete with flexible market simulators and key outputs, to bear upon some of the most important decisions pharmaceutical companies make.

“*COMPOUNDZ* gives clients tremendous freedom to test the key attributes that may drive uptake, especially when making high-stakes go/no-go decisions,” says Josh Rossol, Ziment’s Chief Methodologist. “There are some boundaries on complexity, but clients can test everything that really matters at this early stage—and they can make the decisions they need to make with confidence.”

About Ziment Custom

Ziment is the strategic primary marketing research division of Ziment Group, providing customized intelligence and solutions to the healthcare and pharmaceutical industries worldwide. As a strategic partner, Ziment offers a full range of qualitative and quantitative marketing research approaches, as well as business solutions and consultation, that help marketers reach business objectives, from compound to profit. For information, visit www.ziment.com.

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