



ZIMENT ANNOUNCES SEQUENCEZ: A NEW TECHNIQUE FOR MODELING ORDER-OF-ENTRY EFFECTS

New York, January, 8 2009 –Ziment, a global healthcare and pharmaceutical market research consultancy headquartered in New York, has introduced *SEQUENCEZ*, a ground-breaking analytic technique for modeling order-of-entry effects in new product research and forecasting. The new technique will allow forecasters to make better use of market research by providing more accurate assessments of the effect of launch sequence and time to market on peak market share.

“Modeling order-of-entry has always been especially hard for market researchers. It is just too difficult for respondents to estimate how they will react when a product that has not yet launched enters a future market containing other products that have also not yet launched, but are expected to have been available for, say, 6 or 12 months at the time the product in question is approved. We are just asking doctors to do too much,” says the company’s CEO, John Tapper, Ph.D. “Until now, no one has provided a rigorous model that explicitly accounts for the ways in which order of entry and time to market impact uptake.”

SEQUENCEZ is a model based upon Dynamic New-Entrant Parsing, a technique Ziment has developed to address this complex marketing and forecasting issue. The technique combines uptake-curve modeling and time-series analysis to estimate the impact of time on market for existing products on the share available to new entrants. Ziment’s unique approach combines a host of techniques for estimating uptake curves (including Bass models, analogues, and Demand Calibration) with well-formulated time-series analyses to rigorously adjust peak-share estimates to reflect order-of-entry and time on market.

“These are some of the most powerful models I have seen,” says Josh Rossol, Ph.D., Chief Methodologist at Ziment. “For the first time, we have a tool that lets us

directly model this critical marketplace dynamic. SEQUENCEZ has been incorporated into many of Ziment's "Compound-to-Profit" marketing and research approaches that involves new product or new indication concept evaluations. Ziment's suite of best-in-class approaches for understanding early life-cycle marketing issues includes IDEAZ, TRIALZ, Demand Calibration, EVENTZ, and SEQUENCEZ.

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.

About Ziment Group

Ziment Group is a leading global marketing research group of companies serving the healthcare, pharmaceutical and biotechnology industries for more than 30 years. Ziment Group is the global healthcare research brand for The Kantar Group, the Information and Consultancy Division of WPP, plc. For more information, visit www.zimentgroup.com

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