



CONTACT: Brian Bennett
i3
(501)225-9733
Brian.Bennett@i3global.com

(For Immediate Release)

i3 INNOVUS TO DELIVER MORE THAN 40 PRESENTATIONS AT ISPOR

BASKING RIDGE, NJ, May 13, 2010— i3 Innovus researchers will present the results of 33 studies and will lead 8 key workshops, panels, and other educational activities at the 15th annual meeting of the International Society for Pharmacoeconomic and Outcomes Research (ISPOR) May 15-19, 2010. i3's presentations at ISPOR include:

Comparative Effectiveness Research (CER)

CER involves the head-to-head comparisons of alternative therapies in real-world treatment settings. Such comparisons require consideration of the heterogeneity of treatment effects (HTE)—referring to the fact that different patients respond differently to the same treatments—as well as the application of appropriate observational research methods.

HETEROGENEITY OF TREATMENT EFFECTS: A REASSESSMENT IN THE ERA OF COMPARATIVE EFFECTIVENESS RESEARCH

*Panel Discussion moderated by David Thompson PhD, Senior Vice President, Health Economics & Strategic Consulting, i3 Innovus
Monday, May 17, 11:00 am to 12:00 noon*

GOOD RESEARCH PRACTICES FOR COMPARATIVE EFFECTIVENESS RESEARCH AND USE OF INDIRECT TREATMENT COMPARISONS IN HEALTH CARE DECISIONS

*ISPOR Forum moderated by David Thompson PhD, Senior Vice President, Health Economics & Strategic Consulting, i3 Innovus
Monday, May 17, 5:30 to 6:30 pm*

STRUCTURAL EQUATION TECHNIQUES IN COMPARATIVE EFFECTIVENESS RESEARCH: ESTIMATION OF TREATMENT EFFECT USING OBSERVATIONAL DATA

*Workshop led by William Crown PhD, President, i3 Innovus
Tuesday, May 18, 4:00 to 5:00 pm*

Disease-Specific Research

i3 Innovus researchers showed that a recommendation of universal influenza vaccination in the US is likely to result in lower costs and improved outcomes compared with the current approach of vaccinating selected age and risk groups. The findings are dependent on seasonal attack rates and coverage assumptions.

COST-EFFECTIVENESS OF UNIVERSAL INFLUENZA VACCINATION IN THE US

Poster presentation: Clements, et al.

Wednesday, May 19, 8:00 am to 3:00 pm

Ekman, et al., found the societal cost for patients with schizophrenia in Sweden is high (\$68,800 per patient). Indirect costs constitute almost two thirds of this cost and increased by eight percent between 2006 and 2008. Costs are strongly related to functionality, therefore it is important that patients seek effective treatment and rehabilitation to have improved functionality.

THE SOCIETAL COST OF SCHIZOPHRENIA IN SWEDEN

Poster presentation: Ekman, et al.

Tuesday, May 18, 8:00 am to 8:00 pm

The Center for Translational and Policy Research on Personalized Medicine is developing evidence-based information for patients, providers, industry, researchers and policymakers to objectively assess how personalized medicine (PM) can be most beneficial and efficient in improving health outcomes. Trastuzumab therapy, an established example of PM in breast cancer, is effective in patients whose tumors are positive for human epidermal growth factor receptor-2 (HER2). But the therapy's success depends on an accurate identification of HER2-positive patients, and then careful monitoring of treated patients. The researchers documented patterns of testing early stage breast cancer patients for HER2 in a US managed care population.

TRANSLATIONAL AND POLICY RESEARCH IN PERSONALIZED MEDICINE FOR CANCER

Podium presentation, Marshall, et al.

Tuesday May 18, 9:45 am to 10:45 am

About i3

i3 takes a 360-degree view of healthcare to help its global pharmaceutical, biotechnology, and medical device customers bring safe and effective products to market quickly and help demonstrate their value, leading to increased ROI and better patient care. i3's integrated businesses combine a deep understanding of data and methodologies; therapeutic, scientific, and functional proficiency; and the expertise to help design research that demonstrates a product's value, and helps achieve market access and assure reimbursement. More information about i3 can be obtained at www.i3global.com.

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