



## **Health Strategies Group to Present at Oncology USA 2010 Summit, March 23-24**

*Health Strategies Group, provider of biopharmaceutical market intelligence, is facilitating a workshop at the Oncology USA 2010 Summit 3/23-24. The workshop is titled “Expanding Product Marketing Beyond the Oncologist to Build Commercial Success”*

**March 10, 2010 - [PRLog](#)** -- Lambertville, NJ — Health Strategies Group, a leading provider of market intelligence to pharmaceutical and biotechnology professionals, will be facilitating a workshop at the upcoming **eyeforpharma Oncology USA 2010 Summit** in Boston, March 23-24. The workshop will provide insight to the oncology market and offer actionable recommendations on how to achieve brand success.

Entitled “*Expanding Product Marketing Beyond the Oncologist to Build Commercial Success*”, the workshop will present current market trends and how they impact marketing strategies, identify influencers on commercial success and explain how managed care may create barriers in the future. Discussions will be focused on the unique challenges of the oncology marketplace and how to succeed in a therapeutic category that is driven by data.

“Health Strategies Group is pleased to participate in this significant conference,” said Denise Woltemath, Research Director, Oncology Performance Edge service ( <http://www.healthstrategies.com/service.cfm?s=24> ). “The oncology market is very different than other therapeutic categories and understanding how to navigate successfully now and in the future, especially in the face of rampant change, is critical to marketers.”

“When a brand is competing in a category where successful patient outcomes can mean the difference between life and death,” added Susan Weber, Research Director, Managed Care Complete Oncology service, “understanding the complexities of the Managed Care environment is crucial. New information is emerging daily and marketers must not only be aware of it, but must be ready to respond.”

For additional information on Oncology Performance Edge, contact Karen Vandeven, Director of Marketing & Communications for Health Strategies Group at 609-397-5282 or [kvandeven@healthstrategies.com](mailto:kvandeven@healthstrategies.com). For more information on Oncology USA 2010 Summit, visit <http://www.eyeforpharma.com/oncologyusa>.

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Health Strategies Group provides market intelligence to biopharmaceutical professionals, transforming research findings into practical insights and strategic recommendations to help organizations make the best business decisions. [www.HealthStrategies.com](http://www.HealthStrategies.com)

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