

## THE ARCAS GROUP APPOINTS EXECUTIVE VICE PRESIDENT

**May 4, 2009**

ATLANTA, GA —The Arcas Group, a leading life-sciences marketing organization, today announced the appointment of Stefan Terwindt, MBA as Executive Vice President. He will assume responsibility for the commercialization of MDOUTLOOK®. Mr. Terwindt previously served as President of Imedex, Inc.

“Stefan is an experienced executive who brings great marketing insight, relationships and skills to our company,” said Founder and President Jan Heybroek. “I am very pleased that he has joined Arcas to drive the growth of our company.”

“It is an amazing opportunity for me to join Jan and his team. We have successfully worked together and built businesses in the past. My focus will be on further developing MDOUTLOOK, our unique, web-based, disease intelligence platform. MDOUTLOOK serves a significant need of life sciences companies by improving their understanding of complex disease areas through proprietary research and analysis methodologies. MDOUTLOOK offers marketers a uniquely detailed insight into physicians’ treatment decisions and motivations on a real-time basis,” said Mr. Terwindt.

Mr. Terwindt has a 20-year career in continuing medical education, life sciences marketing and international consulting. He is multi-lingual with extensive experience working across cultures, driving change and building successful relationships at all levels within and outside an organization. Mr. Terwindt holds a B.B.A. in International Business and an MBA from the University of Georgia.

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### **About The Arcas Group**

The Arcas Group ([www.thearcasgroup.com](http://www.thearcasgroup.com)) supports the commercial success of clients in the continuum of life sciences marketing – from marketing intelligence to strategy development and implementation – through enhanced connectivity with ThoughtLeaders and Clinicians.

Arcas serves its clients through three offerings: MDOUTLOOK | Disease Intelligence and ThoughtLeader Insight; Business Optimizer™ | Growth Consultancy and Outcome Optimizer™ | Medical Strategy Implementation.

Leadership combines more than 80 years of experience in domestic and global life sciences. Our team has worked with over 100 different life science organizations throughout their career, spanning a wide range of therapy and functional areas.

### **About MDOUTLOOK®**

MDOUTLOOK has been developed with a singular focus: improved understanding of complex disease areas leading to better patient care. Guided by globally recognized experts, such as Chandra Belani, MD and Giorgio Scagliotti, MD, PhD, MDOUTLOOK delivers clients real-time treatment decisions and rationale, treamer profiles and ThoughtLeader analysis via the web ([www.mdoutlook.com](http://www.mdoutlook.com)).

MDOUTLOOK delivers value per this comment from a Group Marketing Director Oncology: “Our analysis showed that MDoutlook was by far the most comprehensive, up-to-date and cost-effective intelligence program available. Its accessibility across many functions in our organization greatly supports our internal knowledge and market understanding. I’m a big fan.”

MDOUTLOOK directly collaborates with more than 43,000 cancer treaters in North America and Europe and covers all major and smaller oncology areas, including lung cancer, breast cancer, gastrointestinal cancer, genitourinary cancer, hematological malignancies and melanoma. MDOUTLOOK will be launched shortly in other complex diseases, such as Ophthalmology, Parkinson’s Disease, Alzheimer’s.

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