

Pre-Clinical / Phase I (1 of 3): Therapeutic Area Population Estimate

For more details on our approach to this project, including a specific example, please contact us!

Call (888) 947-2339 or email Case_Study@wwmr.com

Diabetic Neuropathy Epidemiology

Challenge

- Scenario** Complete the Epidemiology Chapter of WWMR *Enhanced Perspectives* publication on US Neuropathic Pain, including a section on chronic pain associated with severe diabetic neuropathy (one of eight patient populations estimated and projected).
- Objective** Forecast the prevalence of severe chronic pain associated with severe diabetic neuropathy.
- Challenge** In-depth research needed to determine the sub-populations of patients with diabetes that have diabetic neuropathy, by severity.

Solution

- Methodology** Thought leader interviews and published epidemiology studies to prepare the chronic pain associated with severe diabetic neuropathy prevalence assessment.
- Deliverables** Excel based model of the prevalence of chronic pain associated with severe diabetic neuropathy and creation of tables for inclusion in the 2004 Neuropathic Pain *Enhanced Perspectives* publication.

Impact

- Impact** Added-value to the 2004 Neuropathic Pain *Enhanced Perspectives* publication solidifying WWMR's expertise in this area and provide epidemiology estimates for companies interested in the commercial opportunities within this patient sector.



Pre-Clinical / Phase I (2 of 3): Market Assessments

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CF Market Assessment in Europe

Challenge

Scenario	Market Assessment reviewing key characteristics of the market for treating Cystic Fibrosis in Europe for small pharma company.
Objective	Provide a broad view of the current European Market for Cystic Fibrosis based on secondary sources (i.e., no primary market research), with a focus on those aspects of the market that are most important to market planning/product development at client company.
Challenge	Secondary information not readily available in English. No treatment-specific estimates of market value available.

Solution

Methodology	Use only secondary sources to prepare the Cystic Fibrosis European Market Assessment.
Deliverables	Market Assessment in Word format and an Excel file containing back-up data and calculations for appropriate sections, including patient populations and cost of therapy.

Impact

Impact	Company used findings to support negotiation for out-licensing of the European marketing rights for their CF product.
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Pre-Clinical / Phase I (3 of 3): Market Intelligence

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EPIQ Pancreatic Cancer Market Intelligence Program

Challenge

Scenario	Jointly developed a multi-client pancreatic cancer (PC) market intelligence program with IntrinsiQ Research.
Objective	Addressed the historic lack of accurate PC patient treatment data as well as patient and commercial market forecasts.
Challenge	Determine trends in a niche market with high unmet needs and potential for a changing treatment landscape.

Solution

Methodology	The EPIQ PC Market Intelligence Program described the following key parameters of the U.S. PC market through both primary and secondary research: <ul style="list-style-type: none">- Epidemiology, 2003-2013;- Current treatment;- Unmet medical needs;- Future treatment trends and promising agents; and- Market value forecasts, 2003-2013.
Deliverables	Full report in Word format, interactive appendix in Excel format, and two IntrinsiQ data updates in Excel format.

Impact

Impact	Provided clients with the latest information and trends occurring in the PC marketplace.
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