

Pre-Clinical / Phase I (1 of 3): Competitive Assessment

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

Market Overviews

Challenge

Scenario	Biopharmaceutical company requested an overview of the multiple myeloma market to help support long-range planning for one their marketed products.
Objective	Thorough review of the market, including epidemiology, treatment patterns, leading agents, costs of therapy, market outlook and pipeline analysis.
Challenge	Comprehensive and detailed report compiled from a wide range of secondary market research sources.

Solution

Methodology	<u>Secondary sources:</u> Report was compiled from a variety of secondary sources, such as IntrinsicQ <i>Intelliview</i> , Synovate <i>Tandem Cancer Audit Program</i> , Decision Resources and Datamonitor reports, Mattson Jack <i>Cancer!MPact</i> , IMS <i>National Sales Perspectives</i> , Verispan <i>Direct-to-Consumer Audit</i> , Medical Economics, <i>Physician Desk Reference</i> , DMD America, Analy\$ource.
Deliverables	Powerpoint presentation with graphs, tables and text summarizing the multiple myeloma market.

Impact

Impact	Company used report for their long-range planning for one of their marketed products.
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Pre-Clinical / Phase I (2 of 3): Market Assessments

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Conference Coverage in Support of Competitive Intelligence

Challenge

Scenario	Biopharmaceutical company needed additional qualified scientific coverage of a national digestive disease conference to support their competitive intelligence efforts.
Objective	Provide thorough coverage of pre-selected posters and talks, including a detailed summary of these presentations.
Challenge	Strong scientific expertise required.

Solution

Methodology	<p><u>Conference coverage:</u> Conference was attended by one of WWMR's highly-trained doctoral scientists with over 14 years of research experience, including attendance and presentation at National scientific conferences.</p> <p><u>Presentation coverage:</u> Included both oral and poster presentations selected before the conference by the client in consultation with WWMR. Clarifying questions were asked where necessary, and questions asked by other attendees were noted.</p> <p><u>Code of Ethics</u> adhered to - WWMR is an active member of SCIP and SLA.</p>
Deliverables	Report reviewing key findings as well as a detailed summary of each covered presentation or poster. Reprints or photographic images of covered poster presentations.

Impact

Impact	Company used findings to support the development of long-range plans for several products in their pipeline, including clinical trial design and monitoring of competitors in development and on the market.
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Pre-Clinical / Phase I (3 of 3): Competitive Assessment

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Competitive Assessment

Challenge

Scenario	Established biopharmaceutical company needed to understand gastroenterologists' current treatment practices in Crohn's disease (CD) and gauge competitive strength of a candidate product.
Objective	Compare use of on-market Product X for Crohn's disease to the profile of new candidate biologic product in development to determine levels of unmet need;
Challenge	Phase III data for new biologic candidate product not yet available for comparison;

Solution

Methodology	<p><u>Primary research:</u> In-depth qualitative and quantitative telephone interviews with office- and hospital-based gastroenterologists to understand:</p> <ul style="list-style-type: none">• Current Use;• Administration and Reimbursement Issues; and• Competitive strengths and weaknesses;
Deliverables	PowerPoint presentation, including executive summary and verbatims, summarizing current treatments and competitive assessment; Excel backup of primary research transcriptions.

Impact

Impact	Company used findings to help decide against in-licensing new biologic product in development for Crohn's disease.
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