

Post Launch: Ad Hoc Testing / Refinement of Product Parameters

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

Refinement of Clinical Trial

Challenge

Scenario	Pharmaceutical company about to enter into Phase II trials for an extended release PHN product– needed to develop a competitive plan for the Phase III trial.
Objective	ID key clinical trial parameters that would assure success of the Phase III trials and highlight the envisioned competitive strengths of the extended release product.
Challenge	Identifying and recruiting experts in PHN throughout the US for participation in a clinical group discussion in San Francisco at a time that conflicted with a major pain meeting.

Solution

Methodology	Primary research included a clinical group discussion with the companies' clinical consultant experts as well as an additional group of selected experts in PHN identified by WWMR.
Deliverables	PowerPoint presentation summarizing current PHN treatment approaches, feedback on current Phase II trial and key clinical outcomes that would ensure success.

Impact

Impact	Company used findings to determine appropriate recruitment strategies, trial designs and presentation style of results to highlight the envisioned competitive strengths of the extended release PHN product.
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