



## ***The Enhanced Perspective© Consulting Service is regarded as an invaluable tool in support of Business and New Product Planning***

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WWMR, Inc. expanded during 1995 with the launch of ***Enhanced Perspective***, a consulting service designed to provide customized, insightful studies of key issues in the pharmaceutical and biotech industry.

The ***Enhanced Perspective*** service is regarded as an invaluable tool in support of Business and New Product Planning, as well as Product Commercialization activities. The studies commissioned provide a synthesis of information obtained from multiple sources, often incorporating results from a wide range of sources, and always include recommendations reflecting the experience of WWMR, Inc.'s Senior Management Team.

***Enhanced Perspective*** consulting teams are headed up by Susan Olsen (Principal of WWMR, Inc.) In addition to the ***Enhanced Perspective*** consulting service, WWMR, Inc. is also a representative of NOP Healthcare, the London-based International Healthcare Marketing Research company. This close working relationship with NOP Healthcare provides WWMR, Inc. with the opportunity to custom-design their clients' primary marketing research projects, utilizing the capabilities of one of the world's leading international healthcare marketing research companies.

Source: WWMR, Inc.  
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