

## **IntrinsiQ Acquires Market Research Firm WWMR**

### **Adds Primary Research Capabilities, Tightly Aligned with Panel of 600+ Oncologists, to Reveal True Drivers behind Cancer Treatment Trends**

**WALTHAM, Mass. (June 9, 2009)** — [IntrinsiQ](#), the company improving the quality and understanding of cancer care, today announced the acquisition of market research and consulting firm [WWMR](#), Inc. The combination creates the single, go-to source for pharmaceutical companies seeking to understand the true drivers behind physicians' cancer treatment decisions to navigate today's fast-moving, high-stakes medical oncology market.

Through this acquisition, IntrinsiQ now offers a complete suite of primary and secondary oncology market research capabilities to provide validated insight into how oncologists perceive treatment standards – and how they actually practice medicine. For the first time, primary research panels can be quickly assembled and tightly aligned with IntrinsiQ's real-time database of more than 600 oncologists nationwide and their practice behavior.

Founded 15 years ago, WWMR brings deep expertise in oncology research having established and served as the secondary market research arm of Genentech for the past decade. The boutique firm specializes in qualitative and quantitative market research, product and market assessments, forecasts, and economic analysis conducted through every stage of the clinical research and drug development process.

“As oncology treatment becomes more complex and more specialized, the stakes get raised on pharmaceutical teams' sizeable R&D investment,” said Mike Raquet, general manager of IntrinsiQ's pharmaceutical information division. “WWMR brings deep understanding and immediate access to doctors on the front lines – the best way for pharmaceutical companies to affirm strategic directions sooner, and with greater assurances for ROI.”

Twenty-seven of the top 30 pharmaceutical oncology organizations rely on IntrinsiQ's unmatched database of 2 million drug administrations given annually, collected from oncology practices nationwide using IntrinsiQ's flagship clinical oncology software, IntelliDose®.

“This alignment is a perfect marriage because of our organizations' shared mission of improving the quality and understanding of cancer care,” said Susan Olsen, WWMR founder and president, who becomes vice president, consulting services in IntrinsiQ's pharmaceutical information division. “IntrinsiQ has long been the gold standard in oncology data, and we're thrilled to join their team.”

WWMR will retain its name and maintain offices in San Mateo, California. All WWMR employees will join IntrinsiQ. The firm also will continue to offer its custom consulting and market research services in non-oncology markets, including patient panels in chronic pain, cardiology and cystic fibrosis, as well as its Neuropathic, Cancer, and Back Pain reports.

IntrinsiQ, LLC is the leading provider of medical oncology clinical information systems and the premier source of US oncology data and analysis. Each month, IntrinsiQ's clinical software application, IntelliDose<sup>®</sup>, captures the treatment decisions and details from more than 600 oncologists, for nearly 20,000 unique patients, creating a database unrivaled in accuracy, detail and timeliness of information about the medical oncology care process. This database is the foundation of products and services that uniquely address the business information needs of pharmaceutical product managers, market researchers and financial analysts. For more information, please visit [www.intrinsiq.com](http://www.intrinsiq.com).

**About WWMR, Inc.**

WWMR is a marketing research and strategic consulting firm founded in 1994, providing insightful, proprietary studies to pharmaceutical, biotech, medical device, and diagnostics companies worldwide. Using primary and secondary research methodologies, WWMR provides insights on current and emerging markets using their expertise in product and technology assessments, forecast modeling, epidemiology projections, product launch monitoring (pre- and post-), primary marketing research and medical economic analyses. For more information, visit [www.wwmr.com](http://www.wwmr.com).