



## WWMR, Inc. Announces New Website to Showcase Research Case Studies

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### FOR IMMEDIATE RELEASE

SAN FRANCISCO, May 5, 2008/PRNewswire/ - Drawing on fifteen years of focused and solution-oriented research, WWMR, Inc. a leading strategic consultancy serving the Biotech, pharmaceutical, medical device and diagnostics industries, announces the launch of their new website showcasing more than 25 Research Case Study summaries. (<http://www.wwmr.com>).

WWMR, Inc. is a marketing research and strategic consulting firm with global capabilities, known for conducting focused and solution-oriented research across all phases of drug development.

Speaking on the occasion, Susan Olsen, President, WWMR, Inc., said that "Redesigning the website has provided us with an exciting opportunity to both provide content that will demonstrate the breadth of our capabilities, as well as educate those interested in learning about specific project approaches we've successfully carried out. We'd like to put our experience to work for those who may need to investigate drug development and launch topics that we have experience with."

The *Custom Projects* section of the new website lists appropriate types of marketing research for each stage of drug development, from Preclinical/Phase I through Launch. Attached to each type of research project is a document describing the Challenge, Solution and Impact for one or more projects. Specifics include descriptions of the scenario, objectives, and special challenges of the research, as well as the methodology and deliverables. To obtain more detail (which is available for each Case Study Summary), contact WWMR directly.

In support of its extensive services and growing client base, WWMR, Inc. has an experienced staff of Senior Consultants and Market Research Analysts. WWMR, Inc. also continues to expand its line of EP Publications over the coming year, with:

- Pain Clinic Monitor – a monthly audit of 100 carefully selected Pain Clinics, reporting treatment details for 10 patients, as well as detailing visits for up to five representatives.
- 2008 U.S. Neuropathic Pain Report – this fourth edition will feature two new chapters – Fibromyalgia and Neuropathic Cancer Pain.

The new website reaffirms WWMR, Inc.'s commitment to providing cost-effective business decision support to its pharmaceutical, Biotech, medical device and diagnostics clients who want to optimize the revenue potential of their product portfolio through effective business decisions.

WWMR, Inc. designs and executes research which brings clarity, reveals innovative opportunities and provides deeper understanding across all phases of drug development. This enables our clients to:

- Demonstrate the commercial value of product/partnering opportunities
- Optimize the revenue potential of their product portfolio
- Identify and evaluate additional business opportunities

For more information about WWMR, Inc.'s services please contact Michelle Nordstrom, Office and Production Manager at the Corporate Headquarters:

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