



## ***Psoriasis Treatments Challenge Patient Compliance – New Insights***

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PSORIASIS PATIENT COMPLIANCE is a just-released report from EP Publications, a service of WWMR, Inc., addressing the specific treatment compliance issues underlying psoriasis, a chronic, incurable dermatological disease.

More than 1.5 million people are seen each year by US physicians for psoriasis, and annual outpatient costs for treating psoriasis are estimated to be \$1.6 to \$3.2 billion per year. The cost of non-compliance with psoriasis treatment is high. Effective treatment of psoriasis can improve the severity of the disease, and patient compliance is crucial to the success of any treatment program. But compliance is complicated due, in part, to the diverse treatments available: topical; systemic; and phototherapeutic. Improving compliance can improve treatment efficacy. Further, treatments used incorrectly may produce unnecessary side effects, exacerbating noncompliance.

PSORIASIS PATIENT COMPLIANCE examines implications for the pharmaceutical industry, describes patient characteristics and the disease's prevalence, discusses treatment approaches, reviews compliance issues, reports compliance rates, quantifies the cost of noncompliance, elucidates compliance strategies, and, uniquely, incorporates the perspectives shared by patients affected by the disease.

Among implications for the pharmaceutical industry, PSORIASIS PATIENT COMPLIANCE addresses clinical trial design, new product development, and brand product marketing.

PSORIASIS PATIENT COMPLIANCE is co-authored by Renée Williard, Ph.D., R.Ph. and Susan Olsen, President of WWMR. Ms. Williard is currently the Drug Information Coordinator for the San Francisco Department of Public Health, Community Mental Health Services branch. She is an assistant clinical professor at the University of California, San Francisco's School of Pharmacy where she teaches drug information and literature evaluation. She received her doctorate in Pharmaceutical Chemistry from UCSF. Ms. Olsen held various marketing functions in the pharmaceutical and medical diagnostics industries, before founding WWMR, Inc.. She received her BA in Biology from San Jose State University, and an MBA from Santa Clara University.

Other PATIENT COMPLIANCE reports, offered by WWMR, Inc., address these specific therapeutic areas: hypertension and angina; congestive heart failure; anxiety and depression; schizophrenia; epilepsy; tuberculosis; HIV/AIDS; diabetes; asthma; and migraine. WWMR, Inc. was founded in 1994 as an independent marketing research and strategic consulting firm with global capabilities. Since its inception, WWMR, Inc. has provided more than 500 high quality, customized, and insightful studies to clients in the pharmaceutical, biotech, medical device and diagnostic communities. Enhanced Perspective Publications (EP Publications) is the multi-client publication arm of WWMR, Inc.

WWMR, Inc. designs and executes research that enables its clients to:

- demonstrate the commercial value of product/partnering opportunities,
- optimize the revenue potential of product portfolios, and

- identify and evaluate additional business opportunities.

For more information about WWMR, Inc.'s consulting services please contact Susan Olsen, President, Eric Schauble, Vice President of Consulting and Operations, or Maria Rugani, Vice President of Consulting and Publications at the new Corporate Headquarters. For more information about EP Publications, please contact Maria Rugani, Vice President of Consulting and Publications.

WWMR, Inc.  
2929 Campus Drive  
Suite 200  
San Mateo, Ca 94403

Phone: 650.513.0300  
Fax: 650.312.1570  
Toll Free: 888-947-2339

Source: WWMR, Inc.  
Contact: Maria Rugani, Vice President, Publications; [Maria\\_Rugani@WWMR.com](mailto:Maria_Rugani@WWMR.com)  
Toll Free: 888-947-2339