



WWMR Announces Pain Clinic Physicians' Most Appreciated Companies: Pfizer, Eli Lilly and Endo Pharmaceuticals

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FOR IMMEDIATE RELEASE

SAN FRANCISCO, November 20, 2008/PRNewswire/ - WWMR, Inc., the marketing research leader in pain, announces results of the first annual "Most Appreciated Pain Drug Company Survey". The top three most appreciated companies are Pfizer, Eli Lilly and Endo Pharmaceuticals, according to the 100 pain clinic physicians surveyed in September 2008. These companies are most noted for their knowledgeable, respectful and informed sales representatives, their sampling/voucher plans, and their educational resources, as well as their drug products.

"While Pfizer, Lilly and Endo may be the most appreciated companies among many of the surveyed pain clinicians, there is plenty of opportunity for others to enhance their company image" stated Susan Olsen, President of WWMR, Inc., "A notable proportion of the pain clinicians surveyed noted that they don't appreciate any pain drug companies, and we view this is an opportunity waiting." Clients subscribing to the Pain Clinic Monitor have full access to this company image information, which outlines opportunities for companies to develop positive relationships with clinicians, and profiles competing companies.

Launched in January 2008, the Pain Clinic Monitor provides deep insights into the treatment of pain clinic-based chronic pain patients. The Pain Clinic Monitor provides a long-awaited perspective on the treatment of more than 10,000 patients with 27 different pain conditions. Information is available on in-office treatments as well as on up to seven pain drugs a patient has been prescribed, including why prescribed drugs have been tried, switched and discontinued.

The Pain Clinic Monitor is a monthly audit of a carefully balanced sample of 100 academic and nonacademic, office-based pain clinics, with each reporting treatment details for 10 patients. It is the basis for the 27 pain condition profiles provided as part of the Monitor. Companies, drug products and detailing messages are also captured, as the clinicians report on detailing visits for up to five company sales representatives each month.

"There has been a major gap in resources that report to the biotech, pharmaceutical and medical device industries about prescription drug use and pharmaceutical marketing in pain clinics. The Pain Clinic Monitor is designed to fill this gap. The Pain Clinic Monitor presents a fresh, unique focus on point of care pain prescribing, and a significant opportunity to obtain actionable findings for Product Development, as well as Marketing and Physician Education professionals" stated Susan Olsen, President, WWMR. "There are no other comparable audits available to companies focused on the treatment of pain."

Some of the reasons companies subscribe to the Pain Clinic Monitor include:

1. Provides insights from a 10,000 pain-patient database;
2. Understanding drug use for 27 different pain conditions;
3. Monitor uptake of NEW pain drugs;
4. Track reasons for pain drug discontinuations;
5. Examine in-office (IV, injectable, oral and topical) pain drug administrations;
6. Know all the pain drugs a given chronic pain patient is taking;
7. Analyze pain drug detailing & detailing messages;
8. Profile competitive pain drug uses;
9. Connect with the most influential clinicians prescribing for chronic pain patients;
10. Ask ad-hoc questions of a representative panel of pain center clinicians;
11. Support their company's product development, marketing, and physician education efforts in the pain therapy area; and
12. Receive the results of the annual "Most Appreciated Pain Drug Company Survey.

WWMR, Inc. is a marketing research and strategic consulting and publishing firm with global capabilities, known for conducting focused and solution-oriented research across all phases of drug development. In addition to offering the Pain Clinic Monitor, the firm continues to expand its line of pain-related, multi-client Enhanced Perspective publications, with its 2008 U.S. Neuropathic Pain Report, featuring two new chapters – Fibromyalgia and Neuropathic Cancer Pain. Two additional pain-related reports are scheduled to be available soon: Cancer Pain in December 2008 and Back Pain in January 2009. With an experienced staff of consultants and analysts, WWMR, Inc. continues to demonstrate its commitment to providing cost-effective business decision support to pharmaceutical, biotech, medical device and diagnostics clients who want to optimize the revenue potential of their product portfolio through effective business decisions.

For more information about the Pain Clinic Monitor and other services provided by WWMR, Inc., please contact Michelle Nordstrom, Office and Production Manager at the Corporate Headquarters:

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