



WWMR, Inc. Opens New Office and Expands Client Services

September 1997

Susan Bartlett Olsen, President of WWMR, Inc. a leading strategic consulting firm supporting the rapidly growing West Coast biotechnology and pharmaceutical industry, has announced the opening of new corporate offices at 167 S. San Antonio Rd, Suite 8, in Los Altos, California. Founded in 1994, WWMR, Inc. is a worldwide marketing research and strategic consulting firm serving the pharmaceutical, biotechnology, diagnostic, and medical device companies. WWMR, Inc. specializes in business decision support by providing effective knowledge management services and tools.

The new offices enable WWMR, Inc. to more fully meet the needs of its clients by providing a variety of services and resources, which include:

- **Interview/Focus Group Facility** including an observation room, as well as full video and audiotaping to accommodate both focus groups and personal interviews.
- **Resource Center** containing an extensive healthcare library on disease states, market trends, and patient populations, databases that provide insight into drug research and development, as well as company alliances, mergers and acquisitions.
- **Breakfast Briefing Seminars** including experts speaking on topics in key interest to the industry.

In support of its new Resource Center and growing client base, WWMR, Inc. now has a staff of 12 Senior Consultants and Market Research Analysts. WWMR, Inc. recently broadened its services by becoming the West Coast representative for databases products produced by Adis International, Inc. as well as Windhover Information, Inc.

The expansion of services and personnel reaffirms WWMR, Inc.'s commitment to providing cost-effective business decision support to its pharmaceutical, biotech, diagnostic, and medical device clients who want to optimize the revenue potential of their product portfolio through effective business decisions.

WWMR, Inc. designs and executes research which enables their clients to:

- demonstrate the commercial value of product/partnering opportunities,
- optimize the revenue potential of their product portfolio, and
- identify and evaluate additional business opportunities.

Source: WWMR, Inc.
Contact: Susan Olsen, President; Susan_Olsen@WWMR.com
Toll Free: 888-947-2339