



**EP Publications**

a service of WWMR, Inc.

**Success Through Experience**

**This new EP Publications report:**

- Provides an epidemiological forecast for key types of cancer pain in the US market in 2008, 2013, and 2018
- Presents expert analysis of the commercial potential and key differences among products in development for the treatment of cancer pain
- Includes a PowerPoint presentation reporting views of Oncologists and Pain Specialists treating Cancer Pain.
- Describes the critical factors driving cancer pain market growth through 2018
- Insights based upon WWMR's Pain Clinic Monitor, profiling types of cancer pain and interviews with Oncologists as well as Pain Center physicians treating cancer pain

**Providing an  
Enhanced Perspective...**

On

**Cancer Pain**

**EXCLUSIVE**

**About WWMR, Inc.**

WWMR, Inc., is a leading marketing research and strategic consulting firm with global capabilities. Since 1994, WWMR, Inc., has provided high-quality, insightful proprietary studies to clients in the pharmaceutical, biotech, medical device, and diagnostics industries worldwide. Using primary and secondary research methodologies, WWMR, Inc., provides market opportunities and product assessments, competitive intelligence, forecasts, population projections, pre-launch product planning, post-launch product monitoring, product pricing strategy, database products, and on-site information center management. Enhanced Perspective Publications (EP Publications) is the multi-client service of WWMR, Inc.

## CANCER PAIN

### A Complex Market of Diverse Needs

Chronic pain in cancer patients can result from either the cancer pathology itself or cancer treatment. Cancer pain can also be categorized by its location (somatic versus visceral) or pathophysiology (nociceptive versus neuropathic). Treatment-induced pain is found in 20% of cancer pain patients, whereas up to 90% have pain resulting from the tumor pathology itself.

### An Opportunity to Meet Unmet Need for Therapy

By 2018, there will be approximately 2.5 million individuals in US suffering from some form of cancer pain.

Given this substantial patient population, cancer pain has received particular attention in recent years. Usually, a combination of analgesic drugs and drugs to combat the side effects of the analgesics is needed to bring the pain under control. Patients vary in their ability to respond to drugs and the ways in which they metabolize drugs. Thus, agents that are successful in some patients will not work in others, and the doses of all the various pain and adjuvant medications need to be customized for a given patient. Moreover, all of these factors change over time as the patient's health improves or worsens. Patients often develop tolerance to their drugs and thus the choice of drugs and their doses need constant re-assessment by the treating physician. There is still a great need to develop novel therapies that are safe and effective with fewer side effects than currently marketed products.

### Report Objectives & Methodology

In this report WWMR, Inc., provides an overview of cancer pain in the US market.

This report also summarizes WWMR, Inc.'s current understanding of cancer pain mechanisms, and highlights promising targets for drug development. Also reviewed are new treatments already in development that offer the promise of improved pain management of cancer pain in the near future.

Models representing patient populations and the commercial value (USD) of this market in 2008, 2013, and 2018 are presented.

Expert analysis and commentary describing the future cancer pain market are based on:

- WWMR's Pain Clinic Monitor, profiling cancer pain
- Comprehensive analysis of drug uses for cancer pain, including estimations of prescription size, number of refills, and cost
- Interviews with Pain Clinicians and Oncologists

- Evaluation of drugs in the cancer pain drug pipeline as well as those being studied for other conditions but have the potential to treat cancer pain, with conclusions on the future directions in treatment
- In-depth analysis of the medical literature, including treatment review articles, medical textbooks, epidemiology studies, and clinical studies

Market and patient population forecasts are based on a consensus developed from industry experience, clinician input, and analysis of secondary sources.

WWMR's US Cancer Pain report will allow pharmaceutical and biotechnology executives to:

- Compare the epidemiology of cancer pain by type of pain, including projected growth rates
- Recognize the specific aspects of cancer pain that have high market potential in the next 10 years
- Target specific patient populations who will benefit most from drugs in the pain pipeline
- Identify drugs in development that have potential future utility in the treatment of cancer pain
- Anticipate upcoming competitors and product licensing opportunities
- Understand the type and level of unmet need in the US cancer pain market
- Recognize the impact of special market dynamics, including potential off-label usage, on product uptake forecasts

WWMR's US Cancer Pain report also includes a PowerPoint presentation which comprises perspectives from pain clinic specialists and oncologists with expertise in treating cancer pain. This presentation includes:

- An assessment of cancer pain treatment practices incorporating physician verbatims.
- Physician's views on the merits of various routes of administration of cancer pain medications
- An analysis of physician satisfaction with current cancer pain treatments
- A review of physician-reported unmet needs in the cancer pain market
- Physician perspectives on recent advances in cancer pain treatment.

## About EP Publications

**Enhance your perspective through EP Publications, a service of WWMR, Inc. Each report pinpoints and evaluates key trends and markets, enabling clients to identify opportunities and augment strategic decisions. In-house consultants with industry experience use qualitative and quantitative research methodologies to provide the most comprehensive and insightful business intelligence available in the life sciences industry.**

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