



**WWMR, Inc.**

Worldwide Marketing  
Research & Strategic Consultancy

## *Pain Clinic Monitor*

*New in 2008!*

*Brought to you by the leader in Pain Reporting and Analysis!*

*Success Through Experience*

# Pain Clinic Monitor Brochure

## *Pain Clinic Monitor*

### *Twelve Reasons to Subscribe to the Pain Clinic Monitor*

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 your 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.



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## *Pain Clinic Monitor* *A Developing Opportunity....*

- Pain control has become a high priority due to the rise in patient expectations for quality of life.
- The increasingly chronic nature of many diseases has expanded the need for ongoing pain control.
- In response, growth in the number of Pain Clinics has been significant:
  - Today there are more than 2000 free-standing and university-based clinics in the US, up from just 500 in 1998.
- Pain Clinics are an identifiable and important cluster of:
  - *Prescribing intensity, and*
  - *Prescription initiation.*
- Pain Clinic Monitor presents you with a significant opportunity to receive actionable findings, useful for:
  - More effective targeted promotional and professional education activities.



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## *Pain Clinic Facts*

### *Did you know ....*

- Physician Referrals comprise the majority (>90%) of patients treated at Pain Clinics.
  - Pain Clinicians are key early adopters and important “Rx Initiators”
- Five chronic pain indications comprise more than 75% of patients treated by Pain Specialists:

Low Back Pain	Neuropathic Pain	Cancer Pain
Spinal Pain		Neck Pain

- A monthly average of 400 Chronic Pain patients are seen in Pain Clinics.
- Oral Opioids are prescribed for the majority (>70%) of Chronic Pain Clinic patients....
  - Pain Management Specialists have a broad base of prescribing experience, and are very interested in new products and developments in pain treatment.
- The majority of Pain Clinics treat Low Back Pain, Neuropathic Pain and Cancer Pain.

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## *Pain Clinic Monitor* *Methodology and Deliverables*

- The Panel:
  - 100+ Pre-recruited Pain Clinics (identified from 2000+ pre-identified Pain Clinics)
  - Geographic representation
  - Balanced with nationally recognized Academic (30%) vs. Office Based (70%)
  - Specialties: Anesthesiology (50-60%), plus IM, Physiatry, Neurology
  - Minimum patient volume 200 per month
- Web-based methodology:
  - Reports 10 patients per month for each physician
    - Patients Seen (repeat and new)
  - Monitors up to five Sales Rep Visits per month for each physician
    - Details by Sales Reps
  - Facilitates timely tracking
  - Easy to modify or add questions
  - Opportunities to test graphic content
- Timing and Deliverables:
  - Begins May 2008 (reporting on January-March 2008)
  - Quarterly reports summarizing key findings
  - Quarterly cross tabs
  - Non-projected data - projection to the national level and self-queriable database planned for 2009.



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## *Pain Clinic Monitor* *Topics Included*

1. Total monthly patient count, by type of pain.
2. Current Patients,
  - Type of pain and severity of pain
    - Interventions
    - Refilled Prescriptions (impression of efficacy)
    - Newly initiated Prescriptions
      - Symptoms why
      - Reasons why
3. New Patients
  - Type of pain and severity of pain
    - Interventions
    - Refilled Prescriptions
    - Newly initiated Prescriptions
      - Symptoms why
      - Reasons why
4. Sales Rep Details for past week
  - Product
  - Recalled Message
  - Samples
5. Opportunity for Custom Data Queries

