



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 *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.



Pain Clinic Monitor Brochure

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.



Pain Clinic Monitor Brochure

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
 - Monthly cross tabs
 - Non-projected data - projection to the national level planned for 2009.



Pain Clinic Monitor Brochure

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

