

announcing the

Forecasting in the Pharmaceutical Industry Training Program

Presented by ZS Associates Principal Art Cook, PhD, MBA

The inherent uncertainty of the business environment complicates planning and coordination of essential business functions. Understanding fundamental market drivers and their influence in shaping product demand is integral to good business planning and full utilization of company resources.

ZS Associates has developed customized forecasting tools and processes to serve our clients in more than 100 engagements, and now offers training sessions to provide our clients with the knowledge and tools to enhance their forecasting capabilities.

About the program

Forecasting in the Pharmaceutical Industry is a 2-day training program designed for marketing professionals with responsibility for developing forecasts. It will provide participants with the principles and tools essential for a good forecast. Individuals who work in market research, strategic planning, and product management are the key stakeholders in a forecast development process and will benefit from a comprehensive understanding of the process and their role in making a successful forecast.

Our program consists of 3 modules and a case study:

Forecasting fundamentals

- Role of forecasting in the organization
- Elements of good forecasting practices

New product forecasting

- Developing assumptions for market dynamics and competitors
- Understanding and modeling uncertainty

In-market forecasting

- Trending techniques (seasonality, top-down vs. bottom up)
- Ex-trend events (new competitors, generic erosion, OTC)

Case study with hands-on exercises

Additional information

For more information, please contact our program coordinator, Judith Chendo, at 650.762.7842 or judith.chendo@zsassociates.com.



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Forecasting in the Pharmaceutical Industry

Typical Agenda

Day 1

9:00 am to 4:30 pm

Forecasting Fundamentals

- Role of forecasting in the organization
- Elements of good forecasting practices
- Approaches and modeling methods
- Forecasting needs and techniques for each development phase

New Product Forecasting

- Introduction and developing a disease model
- Patient-based forecasting vs. trend based forecasting
- Forecasting approaches and product lifecycle
- Tackling historical Rx reconciliation
- Capturing market dynamics with patient flow modeling
- Market environment (e.g. aging population, WHI, etc)
- Competition
- Product uptake and erosion curves, selection of analogs
- Conversion from patients to revenue
- How to use market research to support forecasts

Understanding and Modeling Uncertainty

- Monte Carlo simulation
- Scenario analysis
- Sensitivity analysis

Day 2

9:00 am to 2:30 pm

In-Market Forecasting

- Market definition (indications, DOT/TRx)
- Trending techniques (seasonality, top-down vs. bottom up)
- Ex-trend events (new competitors, generic erosion, OTC)
- Demand versus ex-factory forecast

Course Case Study with Hands-On Exercises