

ZS Associates presents

FORECASTING IN THE PHARMACEUTICAL INDUSTRY



Led by Art Cook, PhD

Author of *Forecasting for the
Pharmaceutical Industry*

April 14 – 15, 2010

The Ritz-Carlton
Chicago, Illinois



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 processes and tools to serve our clients in hundreds of forecasting engagements, and offers training sessions to provide our clients with the knowledge and tools to enhance their own 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. This year's program will include a half day focused specifically on market research techniques to enhance forecasting. 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.

ZS ASSOCIATES
www.zsassociates.com



More About the Program

Forecasting in the Pharmaceutical Industry consists of 3 modules and a case study:

Forecasting fundamentals

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

New product forecasting

- Developing assumptions for market dynamics and competitors
- Understanding and modeling uncertainty
- Market research techniques to support new product forecasts, including:
 - How to gain a deeper understanding of patient flow from diagnosis to treatment, and where you can influence decisions
 - Understanding what physicians would like from your product, and which clinical data will result in higher use

In-market forecasting

- Trending techniques (seasonality, top-down vs. bottom up)
- Ex-trend events (new competitors, generic erosion, OTC)
- Demand versus ex-factory forecasts
- Market research techniques to support in-market forecasts, including:
 - What should you track, and why
 - Combining secondary and primary research for deeper understanding of current trends and your market

Case study with hands-on exercises

Additional Information

For more information, please contact our program coordinator, Leslie Luque, at 310.282.2626 or leslie.luque@zsassociates.com.

Program Agenda

Day 1 – Wednesday, April 14, 2010

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 – Thursday, April 15, 2010

9:00 am to 4:00 pm

Market Research Techniques to Support New Product Forecasts

- Secondary research techniques and data sources
- Primary research alternatives and best practices
- In-depth interviews
- Focus groups
- Treatment process
- Quantitative survey techniques and design
- Conjoint and discrete choice modeling

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

Market Research Techniques to Support In-Market Forecasts

- Secondary research techniques and data sources
- Primary research alternatives and best practices
 - Evaluating lifecycle management initiatives
 - Tracking studies

Registration Form

Date: April 14 - 15, 2010
Location: The Ritz-Carlton, Chicago, IL
Instructor: Art Cook, PhD
Class Size: Limited
Registration Fee: \$1,600 per person

For additional details please contact Leslie Luque at 310.282.2626 or leslie.luque@zsassociates.com. *Note that we can only accept wire transfers and check for payments; no credit cards.*

Participant Confirmation

- Yes, I plan to attend—please send invoice via mail
- No, but please keep me informed of future training programs

Name: _____

Title: _____

Company: _____

Address: _____

Telephone: _____

Fax: _____

E-mail: _____

Please return registration form to ZS Associates via fax (310.282.2601) or email (leslie.luque@zsassociates.com). Your registration will be confirmed via email.

Hotel reservations

Participants should make hotel reservations directly with The Ritz-Carlton Chicago by calling 800.819.5053. Please request the ZS program rate, which is \$180 per night, available for reservations made by March 15, 2010.

****Program cancellation policy:** *Attendees will not be charged for cancellations made by Mar 31, 2010. Cancellations made between Apr 1, 2010 & Apr 7, 2010 will be subject to a cancellation fee of \$450. Confirmed registrants who do not attend the conference or who cancel after Apr 7, 2010, are liable for the entire registration fee. All cancellations must be made in writing, via fax or email.*



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www.fourseasons.com/chicagorc

*For ZS rate, reserve by 3/15/10

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Nearby attractions include:

- Art Institute of Chicago
- Museum of Contemporary Art
- Lincoln Park Zoo
- Millennium Park
- Navy Pier
- Sears Tower
- The Hancock Observatory
- The John Shedd Aquarium
- Adler Planetarium
- Field Museum of Natural History
- Museum of Science and Industry

Please see the Ritz-Carlton Chicago website, www.fourseasons.com/chicagorc, for additional information.