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# The Pharma Forecasting Course

By:  
**Gary Johnson**



- The most down-to-earth pharma forecasting expert with superb training talent.
- Founder & CEO of Inpharmation, a specialist consultancy.
- Renowned consultant for the world's top 10 pharma companies, and many more.
- Winner of a number of speaking and best paper awards.
- Author of *Sales Forecasting for Pharmaceuticals: An Evidence Based Approach*.

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## By attending this course:

1. You will learn **techniques and approaches** that have been proven to work best for forecasting sales of pharmaceuticals – and not waste your time on what doesn't work.
2. You will be able to **challenge the forecasts others have produced** for you, and **produce your own forecasts** in most situations.
3. **Concepts** will be explained in simple, non-mathematical terms. Concrete examples from the pharma industry are used rather than vague concepts.
4. You will leave with a collection of techniques and principles that you can **implement easily and immediately after the course**.
5. You will receive an **Excel-based forecasting tool that integrates all the techniques** taught and applied during the course. This ensures you leave with real hands-on ability to use the techniques.
6. You will receive Gary's book *Sales Forecasting for Pharmaceuticals: An Evidence Based Approach*, which will be a valuable reference to have with you.

## What sets this course apart?

Gary Johnson is an award-winning expert-trainer who:

- Has consulted/forecast for every top 10 pharma company.
- Has forecast for every leading country and major therapy area.
- Is a finalist for the MCA Business Book of the Year Award.
- Is a semi-finalist for the Financial Times Global Business Book of the Year Award.
- Twice won the BHBIA (British Healthcare Business Intelligence Association) best paper award.
- Trained over 700 executives around the world. His presentations are constantly tweaked according to delegate feedback. They have thus evolved over the years so they are easy to understand and consistently get very high customer feedback scores.

Unlike other forecasting courses, in this programme:

- The focus is on techniques and approaches that have been proven to work best.
- Concepts are explained in simple, non-mathematical terms.
- Concrete examples are used rather than vague concepts
- Delegates leave with a collection of techniques and principles that they can implement easily and immediately.

## Who should attend?

This course is primarily designed for pharma marketers and market analyst functions who want to start off on the right foot in forecasting, as well as for advanced forecasters who want to review best practice and forecast even better.

In addition, any marketing support function contributing to the forecasting process, as well as any executive wishing to be able to challenge the forecasts they receive from colleagues, will greatly benefit from participating.

While all course content is obviously relevant for forecasting sales of new products, the concepts and techniques taught at this course can be used for marketed drugs whenever something is happening in their market that may impact sales, e.g. new competitor products, product improvements etc.

## Course agenda

The course starts on the first day at 09:30h with a welcome coffee and ends on the second day at 16:00h.

### Day 1

- **Welcome & General Introduction**
- **The Right Approach to Forecasting**
  - When to use models and when to use judgement.
  - When to use extrapolation and when to use 'causal' (e.g. promotional spend).
  - Whether to use a single forecasting model or more than one.
- **The Proven Rules of Good Forecasting**
  - Why you should 'divide and conquer' when building a forecast.
  - Why simple approaches work best (and what we mean by 'simple').
  - The other key rules that forty years of academic research into forecasting have proven.

*To register, complete the online registration form at [www.celforpharma.com](http://www.celforpharma.com)*

- **Structuring a Forecast**

- What is meant by an 'epi-based forecast'.
- What is meant by a 'patient-based forecast'.
- What is meant by a 'sales-based forecast'.
- When to use each of the above.

- **Extrapolation**

- A simple totally non-mathematical explanation of how extrapolation techniques differ from each other.
- Which simple extrapolation techniques work best?
- Which ones are built into Excel and which ones require additional software.

- **The Impact of Product Profile on Your Market Share**

- The key idea behind conjoint analysis (the most common research technique for looking at the impact of product profile).
- How to build a simple conjoint-type model yourself, without a survey for forecasting.

## GROUP DINNER

### Day 2

- **The Impact of Launch Order on Your Market Share**

- How and why launch order affects your market share.
- How to build a simple launch-order model to predict the impact of your launch-order.

- **The Impact of Promotional Spend on Your Market Share**

- How and why promotional spend affects your market share.
- How to build a simple promotional spend model to predict the impact of promotional spend on your market share.

- **How Pharmaceutical Market Share Models Differ to 'Standard' Forecasting Models**

- How co-prescription affects shares.
- How 'lines of therapy' affect shares.
- How off-label usage affects shares.

- **Forecasting How Quickly You Will Achieve Your Sales Potential**

- Why therapy class uptakes tend to be 's-shaped'.
- Why brand market share uptakes tend to be 'r-shaped'.
- A simple non-mathematical explanation of how the famous Bass Model can help you predict the above.
- Flow/State models (new, repeat, switch etc.) and their role in forecasting uptakes.

- **Where to Get The Data For Your Forecasts**

- Compliance and continuation/persistence.
- Epidemiology sources and accuracies.
- Diagnosis and prescription rate sources and accuracies.
- Events (which events really matter and why most forecasts are "over-vented").

## Learning methodology

This course optimally balances interactive lectures and group work on case studies that illustrate the theory and enable delegates to practice the tools & techniques.

You will be provided with an [Excel workbook](#) (that you can take home on a CD-ROM) including simple exercises that you will complete at the end of each session. This will ensure you leave with real hands-on ability to use the techniques.

## Meet the expert: Gary Johnson

As the founder and Managing Director of Inpharmation, a consultancy specialising in pharma forecasting and modelling, Gary Johnson works with the world's top 10 pharma companies and many more.

Gary is also the expert-trainer on our popular The Pharma Pricing Course for Pricing & Marketing Executives of which you can read testimonials from past participants [here](#).

Prior to founding Inpharmation, Gary spent two decades in the pharma industry holding senior positions, such as General Manager and Head of Global Marketing with a number of major blue-chip pharma companies, including SmithKline Beecham, Fisons and Schwarz.

Gary Johnson is a sought-after industry speaker and conference chairman. Winner of a number of speaking and best paper awards with the EphMRA and the BHBIA, he is the author of *Evidence Based Forecasting for Pharmaceuticals* - the definitive work on forecasting (and influencing) the sales of pharmaceutical products. Other books include *Monkey Business: Why the Way You Manage is a Million Years out of Date* – finalist for the MCA Book Prize.

## Dates

- 7-8 October 2010, Barcelona
- 23-24 November 2010, Brussels

## Venue & Accommodation

### 7-8 October 2010

This course takes place at the Hotel Barcelona Princess which is situated opposite the CCIB (Centre Convencions Internacional Barcelona), close to the metro station Fórum.

Hotel Barcelona Princess  
Avda. Diagonal, 1  
08019 Barcelona  
Spain  
Tel: +34 933 56 10 00

We have secured preferential room rates at this four-star superior hotel for our delegates. Registering three weeks or more prior to the course will secure your room at a preferential rate. Upon your registration, C.E.L.forpharma will send you a Hotel Accommodation Sheet to complete and send back. Do not hesitate to contact Marie Stricklesse, Programme Coordinator, if you need assistance in this matter ([marie.stricklesse@celforpharma.com](mailto:marie.stricklesse@celforpharma.com) ; tel +32(0)27092241).

23-24 November 2010

This course takes place at the Sheraton Airport Hotel & Conference Center which is situated opposite Brussels National Airport, literally at 2 minutes walking distance from the arrival hall.

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Brussels National Airport  
1930 Zaventem  
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## Registration fee

	Price*
<p><b>7-8 October 2010 Course (FOR-14)</b></p> <ul style="list-style-type: none"> <li>▪ Registration before 20 August 2010</li> <li>▪ Registration after 20 August 2010</li> </ul>	<p>€2.450 €2.850</p>
<p><b>23-24 November 2010 Course (FOR-15)</b></p> <ul style="list-style-type: none"> <li>▪ Registration before 8 October 2010</li> <li>▪ Registration after 8 October 2010</li> </ul>	<p>€2.450 €2.850</p>

\*(VAT excl.)