Gary Johnson

The Pharma Forecasting Course

CELforPharma

NEVER STOP LEARNING

The Pharma Forecasting Course

Learn

- The 6 proven principles for producing the most accurate forecasts.
- When and how to use epi-based vs. sales-based forecasts.
- How to build Market Access correctly into your forecasts.
- Market share forecasting, including the simple models that provide the best forecasts.
- Uptake models: Why products are taken up by the market at different speeds and how to model this.
- Extrapolation techniques: How to project a trend in the most accurate way.
- The sources of data and the advantages and disadvantages of different source types.
- How to deal with unique-to-pharma issues like lines of therapy, co-prescription, etc.

The Expert
Gary Johnson

- Founder & CEO of Inpharmation, Europe's most respected pharma forecasting & pricing specialist consultancy.
- Gary Johnson has been involved in pricing and/or forecasting of around half of the new molecular entity launches over the past 5 years.
- Author of *Sales Forecasting for Pharmaceuticals: An Evidence Based Approach.*

Dates & Locations

17-18 December 2020 (live online) 29-30 April 2021 (live online)
4-5 March 2021 (live online) 22-23 June 2021 (live online)
Visit **www.celforpharma.com** for registration fees and updates.

Additional Benefits

- You will learn the dos & don'ts during practical exercises and discussions of real-life examples, as well as learn from industry peers that deal with pharma forecasts on a regular basis.
- Receive an Excel-based forecasting tool which integrates all the techniques taught during the workshop, as well as Gary's book.

What Participants Say About This Course

This course was very useful with techniques, tools, and tips for launches of new products."
Vetoquinol
Jean-Luc Aubel
Sales Forecast Manager
France (September 2019)

It is a very helpful and insightful course for professionals with or without statistical / forecasting knowledge, covering topics that look at forecasting in different methods. It is also a great way to gather in-depth information about the pharmaceutical industry, and a good opportunity to meet and network with other professionals in the field."
Janssen
Shirlina Ang Rosén
Nordic Senior BI Analyst
Sweden (September 2019)

I highly valued the models of forecasting, ready to implement it in my daily routine/work/job. Recommended!"
Servier
Yuliya Samchenko
Business Development Manager
Ukraine (September 2019)

Agenda

Day 1

10:00 Welcome & General Introduction

10:30 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

11:15 Coffee Break

11:30 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

12:30 Lunch

13:15 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

14:30 Extrapolation
- A simply 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
- How to take seasonality into account in your forecast

15:15 Coffee Break

15:30 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

17:00 Close

Group Dinner

Day 2

09:00 Modelling Exercise – Part 1

10:00 ECONOMETRICS – 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

10:30 ECONOMETRICS – 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

10:45 Coffee Break

11:00 Building Market Access and Other Pharma Specific Considerations into Your Forecast
- How market access has different effects at different levels of your forecast
- Simple market access modelling approaches
- How co-prescription affects shares
- How 'lines of therapy' affect shares
- The risks of using analogue modelling and market research that quantifies the intention of physicians to prescribe

12:30 Lunch

13:15 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

14:30 Modelling Exercise – Part 2

15:00 Coffee Break

15:15 The future of forecasting: AI, Big Data, Predictive Analytics and Machine Learning
- Artificial Intelligence: What it is; how pharma is using it
- Big Data: What it is; why it is "information poor"
- Predictive Analytics: What it is and its main tools (neural nets etc.)
- Machine Learning: What it is and how it differs from traditional data analytics
- How good are these tools at making forecasts and do the established principles of forecasting apply to them?

15:45 Close

The above agenda is for the face-to-face format. The online version of this course will cover the same modules, but the format and timing will be adapted to suit the online training setting.
Timing of the online course will be: 10-12 AM (CET) + 13-17 PM (CET)

Subscribe to our NEWSLETTER at www.celforpharma.com to receive tips & insights from our expert faculty.

Registration Form

Questions?

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Course(s)

Course Title ....

Course Date(s) ....

Registration Fee

Visit our website www.celforpharma.com for information about the early bird fee and full fee, group discounts, etc.

Participant Details

Title ....   Email ....

First Name ....   Mobile Number ....

Last Name ....   Country of Work ....

Job Title ....

Company Details

Company Name ....

VAT Number ....

Invoicing Address:

Street Address ....

City/Province ....

Postcode ....

Country ....

Payment

Payment Method   ☐ Bank Transfer (+3%)   ☐ Credit Card

PO Number (optional) ....

Confirm Registration

In order to complete the registration, please tick the following box(es):

☐ I, the participant(s), have read and accept CELforPharma's
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and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

☐ I accept that CELforPharma regularly sends me information by email on topics discussed within their website
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I accept that relevant personal details are stored in a database for that purpose, as per CELforPharma's
Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.