Learn from true industry experts and from your peers in other companies at C.E.L.forpharma’s popular 2-day course on:

**The Pharma Forecasting Course**

Gary Johnson

**The Pharma Forecasting Course**

**LEARN from Pharma’s international top experts**

**LEARN from interacting with your industry peers**

“This course moves participants from guestimating to estimating with higher forecasts as a consequence.”

**LEO Pharma**

Jeppe Tafdrup

Global Senior Director,
Bio Dermatology
Denmark
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 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

- 4-5 April 2019, Zurich
- 20-21 June 2019, London
- 19-20 September 2019, Brussels
- 12-13 December 2019, London

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

**Janssen**
Gabriela Gonzalez-Koch
Sr. Business Insights and Analytics Manager
Germany (October 2018)

**AbbVie**
Guillaume Van Dael
Finance Manager
Belgium
(October 2018)

**Servier**
Alexander Nozdrachev
Business Development Director
Russia (June 2018)

Visit www.celforpharma.com for registration fees and updates.

Highly practical content that can be used on every forecast opportunity. Very comprehensive theoretical content with a combination of useful practical exercises.”

Very accessible training which starts from the basics but quickly goes to in-depth forecasting principles.”

The forecasting course can be of interest for a broad audience. Professionals with vast experience and newcomers will find useful information. The course is well-structured, has a friendly language and explains quite difficult subjects with simple language and great examples.”
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 Coffee Break

10:45 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

11:15 Modelling Exercise – Part 2

11:30 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

14:15 Modelling Exercise – Part 3

15:00 Coffee Break

15:15 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-evented”)

15:45 Close
Registration Form

Complete the below form and email to britt@celforpharma.com or fax to +32 2 721 13 82 or go to www.celforpharma.com and complete the online registration form.

Questions?
Inge Cornelis
+32 2 709 01 43
inge@celforpharma.com

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 □ Credit Card (+3%)
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 C.E.L. forpharma’s Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) and Privacy Policy (www.celforpharma.com/we-value-your-privacy)

□ I accept that C.E.L. forpharma regularly sends me information by email on topics discussed within their website (www.celforpharma.com) and relevant to my function, under the condition that I can unsubscribe at any time. I accept that relevant personal details are stored in a database for that purpose, as per C.E.L. forpharma’s Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.

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