ACQUIRE BUSINESS-CRITICAL COMPETENCIES IN MARKETING

LEARN from Pharma’s international top experts

Gary Johnson
The Pharma Forecasting Course

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 Johnson has been involved in the 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

22-23 June 2021 (live online)
7-8 October 2021 (live online)
2-3 December 2021 (live online)

Visit [www.celforpharma.com](http://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

**Great knowledge about theories behind forecasting and how they influence your forecast. Gary is a great teacher and very inspiring to listen to. 2 full days of Zoom meeting was spent well!”**

ALK-Abelló Nordic
Christoffer Rasmussen
Finance Business Partner
Denmark (October 2020)

**Good course! Gary has been able to cover a topic that can be quite complex in a simple way. Interaction worked well in an online format. Thanks Gary and CELforPharma!”**

Boehringer Ingelheim
Brendon Wong
Health Economics and Outcomes Research Manager
Germany (December 2020)

**Very valuable information given during the course, which will help me to challenge the future forecasts in terms of structure and output.”**

Amomed Pharma
Ibrahim Abouzeid
Head of Business Development
Austria (October 2020)
Agenda

Important: all hours are noted in CET/Brussels Time, so carefully convert into your local time zone!

Short breaks will be offered throughout the day.

Day 1

10:00 Welcome & General Introduction (~30 min)

The Right Approach to Forecasting (~1 h)
- 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 (~1 h 30 min)
- 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

13:00 Lunch Break

14:00 Structuring a Forecast (~45 min)
- 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 (~30 min)
- 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

The Impact of Product Profile on Your Market Share (~45 min)
- 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

16:00 Close

Day 2

10:00 Modelling Exercise – Part 1 (~45 min)

ECONOMETRICS – The Impact of Launch Order on Your Market Share (~30 min)
- 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

ECONOMETRICS – The Impact of Promotional Spend on Your Market Share (~15 min)
- 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

Building Market Access and Other Pharma Specific Considerations into Your Forecast (~1 h 30 min)
- 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

13:00 Lunch Break

14:00 Forecasting How Quickly You Will Achieve Your Sales Potential (~1 h)
- 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

Modelling Exercise – Part 2 (~30 min)

The Future of Forecasting: AI, Big Data, Predictive Analytics and Machine Learning (~30 min)
- 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?

16:00 Close

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Registration Form

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

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
First Name
Last Name
Job Title
Email
Mobile Number
Country of Work

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 Transfer & Cancellation Policy (www.celforpharma.com/transfer-cancellation-policy) 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 (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 CELforPharma's Privacy Policy (www.celforpharma.com/we-value-your-privacy), of which I accept the terms.