



Forecasting Healthcare Markets & Products

A 400 Level Course

www.iibd.com/forecasting-healthcare-products/

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Overview

At this course, you will learn:

- The Forecasting Process: Pre-Requisites
- Time Series Methods
- Demand-Based vs. Epidemiology-Based Forecasting
- Quantitative Methods for Validation & Analog Modeling
- New Product, In-line Product, and Lifecycle Forecasting
- Event-Based Forecasting

It has become increasingly important to be comprehensive when assessing the value of business opportunities, through the stages of clinical development, commercialization and the end of patent exclusivity. The objective of this course is to introduce the basic principles of quantitative and qualitative forecasting, and explain their value in the business setting. The skills learned in this course will help you make smarter and more profitable business decisions.

Content

The objectives of this 2-day course are to introduce participants to the basic principles of forecasting in the pharmaceutical industry.

We will discuss the pre-requisites of the forecasting process, how to determine and select the ideal forecasting technique (demand or epi-based), and how to interpret the business environment to inform the forecast while incorporating management assumptions.

Who Should Attend

Marketing associates, product managers, brand team members, commercial analytics team members, clinical research associates, finance associates, R&D team members, regional or district sales managers, strategic planners, managed care and reimbursement associates.

2010 Dates

US Courses: Villanova Conference Center
March 17-18, 2010 / Radnor PA
June 16-17, 2010 / Radnor PA
October 27-28, 2010 / Radnor PA

Canadian Courses: Novotel Airport Hotel
April 21-22, 2010 / Montreal QC
November 3-4, 2010 / Montreal QC

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Course Agenda

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| | DAY 1 | DAY 2 |
|-----------------|--|--|
| 8:30 AM | <p>Introduction to Course Objectives Pre-Requisites for Forecasting</p> <p style="text-align: center;">15 Minute Break</p> <p>Quantitative Forecasting Methods</p> <ul style="list-style-type: none"> - Interpreting Data and Error - Exponential Smoothing Methods - Demand Based-Methodologies | <p>Day 1 Review Qualitative Forecasting Methods Building Off the Baseline Forecast</p> <p style="text-align: center;">15 Minute Break</p> <p>Event-Based Forecasting Methods Event-based Forecasting Workshop</p> |
| 12:00 PM | Lunch | Lunch |
| 1:00 PM | <p>Creating a Forecast Baseline - Demo</p> <ul style="list-style-type: none"> - Applying Statistical Methodologies - Creating a Demand Based Forecast <p style="text-align: center;">15 Minute Break</p> <p>Forecast Workshop:</p> <ul style="list-style-type: none"> - Time Series Forecasting - How do you Choose the "Best" Forecast - Creating a Demand-based Model <p><i>Bring your data and practice w/ instructors using a demo copy for Forecast Pro Unlimited</i></p> | <p>Lifecycle Forecasting Issues</p> <ul style="list-style-type: none"> - Pre-Launch and Launch Products - In-line Products - Biologics / Specialty Products - Loss of Exclusivity <p style="text-align: center;">15 Minute Break</p> <p>Epidemiology-based Forecasting Case Studies in Effective Techniques</p> |
| 5:00 PM | End of Day 1 | End of Day 2 |