

Biopharma Revenue Forecasting That Drives Decision Making and Investments

Biopharma Revenue Forecasting that Drives Decision Making and Investments is a two-day tactical course invaluable for organizations that work in both preclinical/early clinical development all the way to mature biopharma. Develop knowledge of the core elements of revenue forecasting including pricing, competitive assessments, and epidemiology. Understand how the geography of the US, EU, Japan, China and the rest of the world impacts revenue forecasting. Join our dynamic industry experts as they bring to life the 'logical process' of revenue forecasting using real-life case studies that participants work through together.

The scope of this course includes:

- Geography: US, EU5, Japan, China, ROW
- Therapeutic area: oncology, specialty, rare diseases, gene therapy

Five Takeaways

1. Develop a broad understanding of how and why revenue forecasts are developed to drive strategic decision making and investing in the biopharma industry.
2. Become fluent in the core elements of revenue forecasting including: epidemiology, competitive assessments, market share assignment, duration of therapy, pricing, gross-to-net margins, and annual price increases.
3. Understand how revenue forecasting varies across geographies and the considerations that need to be accounted.
4. Demonstrate the logical process (workstreams) that leads to effective, defensible revenue forecasting and the interpretation of its findings.
5. Generate insights and actionable decisions from the forecasting process.

AGENDA

Day One

	Revenue Forecasting Context
9:00-10:00	Define revenue forecasting Business questions that need to be answered Use of revenue forecast
10:00-10:15	Break
10:15-11:15	Revenue Forecasting Elements: Epidemiology
11:15-11:30	Break
11:30-12:15	Basic Epidemiology Terminology and Types of Epidemiology Studies
12:15-1:00	Lunch
1:00-1:30	Disease Rates

- 1:30-2:00 **Role of Demographics in Epidemiological Projections**
- 2:00-2:15 **Break**
- 2:15-3:15 **The Process of Determining Patient Populations**
- 3:15-3:30 **Wrap-Up**

Day Two

- 9:00-10:00 **The Basic Sources of Epidemiological Data**
- 10:00-10:15 **Break**
- 10:15-11:30 **Competitive Assessment**
- 11:30-12:00 **Market Share Assignment and Market Share Models**
- 12:00-12:45 **Lunch**
- 12:45-1:45 **Drug Pricing Today**
- 1:45-2:00 **Break**
- 2:00-3:15 **Case Study: Perform Revenue Forecasting to Generate Insight**
Illustrate how to use a defined process (and logic) to perform meaningful revenue forecasting and insight generation. This case will incorporate all the revenue forecasting elements, show how it incorporates sequential logic in developing the outcomes, and then interpret the relevance of the findings
- 3:15-3:30 **Wrap-Up**