RECORDED MASTER COURSE | LEVEL TWO
SUGGESTED PREREQUISITE: NONE

biotechPrimer
Life Science Training From Industry Experts

Biopharma Revenue Forecasting That Drives Decision Making and Investments

OVERVIEW

This is the recorded Biopharma Revenue Forecasting course with the same content, interactive exercises, and course materials that are given in the live version. You have 3 months to view this course.

Biopharma Revenue Forecasting that Drives Decision Making and Investments is a seven-hour 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 that influence 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 for.
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

WEEK ONE

Revenue Forecasting Context 30 minutes

Forecasting's strategic and tactical roles
- External and internal factors

Market perspectives: an art and science
Forecasting utilization in product lifecycle
Forecasting approaches
- Market assessment, product forecast, in-line product support

WEEK TWO

Competitive Assessments 60 minutes

Determining indication, geography, time frame, resources
Defining scope: target product profile
Defining indication: databases
How to mine data for in ClinicalTrials.gov
How to perform a technical review of data
How to determine if an agent is or is not a competitor
Netting out the competitive set
Competitive assessments with rare and genetic diseases
Adjusting risk when competitor is determined

WEEK THREE

Market Share Assignment 20 minutes

Significance of market share
Measuring market share
Key factors: therapeutic value, number of competitors, launch speed

WEEK FOUR

Market Share Models
40 minutes

Market share models: advantages and disadvantages of each
- McKinsey/MIT and Schulze/Rigel

McKinsey and Company/EvaluatePharma market share analysis

WEEK FIVE

Drug Pricing Today 65 minutes

Today's drug pricing environment
US drug pricing legislation
Different proposals to modify drug pricing
Drug pricing definitions
US payers: Medicare, Medicaid, CMS, private
Role of the pharmacy benefit manager (PBM)
Elements of pricing: clinical value, HEOR, pharmacoeconomic models, MAPR, GTN, rare disease
Pricing outside the US
Pricing references and resources
Annual price increases
Generics
Additional forecasting assumptions: duration of therapy, compliance, gross-to-net discount

WEEK SIX

Basic Epidemiology Terminology
35 minutes

Prevalence as a rate
Types of prevalence measures
Incidence as a rate
Relationship between prevalence and incidence
Using survival data
Epidemiology study designs
- Cross-sectional study design
- Cohort study design
- Case-control study design

WEEK SEVEN

Disease Rates 25 minutes

How and why disease rates are used

Types of disease rates

World standard rates, crude rates, age specific rates, age-adjusted rates

Case Study: Japan vs Philippines Renal Cell Carcinoma Disease Rates

WEEK EIGHT

Role of Demographics in Epidemiological Projections 15 minutes

Data used in epidemiological projections

Prevalence and incidence: specific age and gender profiles

Example: cancer epidemiology profiles

Case Study: Japan vs Philippines: Demographic Changes Influence Future Trends

How to use disease rates to project future patients

WEEK NINE

The Process of Determining Patient Populations 60 minutes

Quantitative epidemiology process overview

Defining the patient

Defining level of patient's epidemiology

How to build the patient tree

Literature acquisition and data sources

How to process, analyze, and interpret data

How to create results: epidemiology calculations and meta-analysis

WEEK TEN

Basic Sources of Epidemiological Data 60 minutes

Peer reviewed scientific/medical literature

PRISMA

Rare/orphan disease sources

Disease registries

Government health databases worldwide (US, Japan, Korea, China, Canada, EU, UK)

Case Study: Oncology Data Sources

WEEK ELEVEN

Revenue Forecast Assumptions Summary 20 minutes

How to run a SEER query

Case Study: Epidemiology of AML

Course Evaluation 20 minutes