Master Course Recording
Biopharma Revenue Forecasting That Drives Decision Making and Investments
Live, Online | Level 2

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.
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 life cycle
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 *10 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 & 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

Revenue Forecasting Elements: Epidemiology *195 minutes total*
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

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

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

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

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 Seven

Revenue Forecast Assumptions Summary *20 minutes*
How to run a SEER query
Case study: epidemiology of AML

Course Evaluation *20 minutes*