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multitude of decision makers and executives who rely on forecasts in their decision making. In virtually every decision, a pharmaceutical executive considers some type of forecast.

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on the four challenges of  
the subject: accuracy, bias,  
over-generalization and over-  
detail. Predicting the

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future is quite difficult  
and forecasting accuracy is  
generally challenged by  
uncertainties around key  
assumptions.

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therapy areas require

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oncology, transplantation  
and HIV disease. Figure 3.5  
Prevalence- and incidence-  
based epidemiology Both  
types of models are used in  
forecasting, but prevalence-  
based platforms are simpler



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Models... To Use Them

Concomitancy and

polypharmacy are two

dynamics in the

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pharmaceutical markets that lead to modification of the basic forecast algorithm for market flow. The effect of concomitancy is to inflate the number of drug uses for a product compared to the number of patients in the

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market. Consider a market  
with 100 patients.

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solutions to the specific demand forecasting challenges of the pharmaceutical industry. To deliver maximum forecast insights, Inpharmation champions “Evidence-based forecasting”. This is an

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approach to forecasting that involves building forecasts based on: Facts rather than opinions.

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pharmaceutical industry player Area of engagement: Demand forecasting Typically, the pharmaceutical industry comprises businesses involved in the research, development, manufacturing, and distribution of drugs.

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critical role in logistics and supply chain management. In the paper, state-of-art methods and key challenges in demand forecasting for the pharmaceutical industry are discussed. An integrated procedure for in-market

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product demand forecasting  
and purchase order  
generation in the  
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*Demand forecasting in  
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Michael Latta Explains how marketing research can be used effectively in forecasting a new drug... the Gompertz curve allows the forecaster to structure a new drug forecasting model that meets his/her market

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pharmaceutical industry data gathered directly from a target market concerning the expected use of an innovative drug reduces uncertainty in Gompertz forecasting.

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According to the data, the pharmaceutical market is projected to grow from 962 billion U.S. dollars in 2012 to 1.47 billion U.S. dollars in 2022. Annual revenue of



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market is segmented by  
region (country), players,  
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and Planning The cost of  
bringing new pharmaceutical  
products to market can be  
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billions on R&D and multi-

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