

# Forecasting

## Case Study: Understanding the impact of future events



### Project Background

Our client, a global biopharmaceutical major, has extensive experience and established product leadership in Hematology. The client was seeking a user-friendly tool to support their long-range planning. The key requirements were: Easy to use by country affiliates and the tool should allow them to build multiple scenarios along with an option to consolidate all country level forecasts.



### Objectives

- Design and develop a forecast model for the Hemophilia A FVIII market and bypassing agents for ten years
- Develop a consolidator for regional and global views based on the country forecasts



### Client Benefits

- Ideal/Best-in-class tool for the client's long-range planning (LRP) process aligned to their internal business rules
- Annual forecasts for the Haemophilia A market as per patient, units and revenues
- Market performance and evolution for ten years
- Uniform forecasting process across countries
- Consolidation and comparison across parameters and geographies



### About Us

phamax is an independent healthcare research and consulting firm specialized in commercial and scientific market access solutions. Our services empower pharmaceutical companies to introduce or commercialize their novel technologies into clinical practice. We are headquartered in Switzerland.



### Key take away

- Systematic approach for model development
- Delivery of robust forecast models
- Quick turnaround of deliverables covering top 18 markets across the globe
- Visualizing the market evolution considering the disease trends, current and future competition
- Flexibility of building scenarios
- Understanding the business impact of different events