

ONLINE TRAINING COURSE

Evaluate[↑]
a norstella company

J+D
an Evaluate company

Fundamentals of Pharmaceutical Forecasting

This course aims to enhance confidence in forecasting by offering a comprehensive understanding of forecasting fundamentals.



7

MODULES



5

QUIZZES



1

CASE STUDY



7

HOURS

Training Courses Designed and Delivered by J+D Forecasting, Experts in Pharmaceutical Forecasting

We love to educate, support and inject the passion we have for forecasting into our in-depth pharma forecasting training. We have digitized our face to face training so that you can complete online pharmaceutical forecasting courses at any time, any pace, any place.



**LEARN ANYWHERE
LEARN ANYTIME**

Meeting all your learning needs:

Face-to-Face | Live Online Training | Onsite & Customized Training

FUNDAMENTALS OF PHARMACEUTICAL FORECASTING

Empowering you through expert pharmaceutical forecasting solutions

Our training programs are tailored to address your specific needs, placing your success at the forefront.

UPON COMPLETION OF THIS COURSE, YOU WILL HAVE THE ABILITY TO:

- 1 Identify the most appropriate forecasting methodology for your product
- 2 Rationalise the pros and cons of different forecasting approaches
- 3 Develop a forecast using best practice principles
- 4 Ensure forecasts are clear and transparent for all users
- 5 Critically assess existing forecasts

About the course

All key topics will be covered to ensure a strong and comprehensive understanding of forecasting:



Founding principles of good forecasting



How to include seasonality, structural breaks, recently launched products and much more, in your trend



Key steps to creating a forecast; define, trend, event, convert



Probability, scenario, and econometric based approaches



Sales vs Epi vs Opportunity vs Patient Flow methodologies, and how to choose the correct approach



Conversion to volume and revenue

FUNDAMENTALS OF PHARMACEUTICAL FORECASTING

Providing participants with a solid grasp of key principles that underpin all forecasting activities.

About the course

The training is brought to life using engaging visuals, real-life examples, and do-it-yourself case studies:



7 VIDEOS

and accompanying text walk you through the 4 key fundamentals of forecasting



5 QUIZZES

test your understanding as you move through the training



6 REAL-LIFE

examples, bringing the theory to life



1 CASE STUDY

to put into practice what you have learnt – design and build your own forecast model

WHO WILL BENEFIT

Designed for individuals who are involved in the forecasting process, including brand teams, business intelligence personnel, analysts and forecasters. From beginners to the more experienced.

Case study exercise

Map out your forecast model flow using J+D's FC+ software:

FREE access to our FC+ model building software



Build and populate **define** section of the model

Build and populate **trending** section of the model

Build and populate **events** section of the model

Build and populate **conversion** section of the model

FUNDAMENTALS OF PHARMACEUTICAL FORECASTING

 **7**
MODULES

 **5**
QUIZZES

 **1**
CASE STUDY

 **7**
HOURS

Course outline

- Pre-training self evaluation
- Introduction to fundamentals of forecasting
- Key forecasting principles
- Important elements and philosophies of good forecasting
- Defining the market
- Case study example: Build and populate define section of the model
- Trending the market
- Case study example: Build and populate trend section of the model
- Adding events
- Case study example: Build and populate event sections of the model
- Converting to volume and sales
- Case study example: Build and populate conversion sections of the model
- Case study exercise
- Post-training evaluation

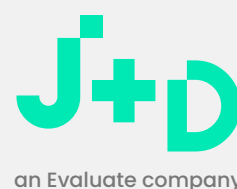


**TRAINING COURSE
ACCESS TIME**
90 Days



**LEARN AT YOUR
OWN PACE**

DESIGNED AND DELIVERED BY:



J+D Forecasting,
Experts in
Pharmaceutical
Forecasting

GET IN TOUCH

Evaluate
a norstella company

J+D
an Evaluate company

info@evaluate.com | www.evaluate.com | +44-(0)20-7377-0800