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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

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

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

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

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

Probability, scenario, and econometric based approaches

Conversion to volume and revenue

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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

|FC+

Put your learning into practice using J+D's FC+ 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**

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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
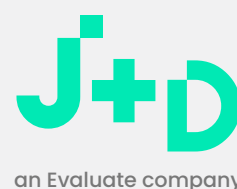- Post-training evaluation

TRAINING COURSE ACCESS TIME
90 Days

LEARN AT YOUR OWN PACE

DESIGNED AND DELIVERED BY:

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J+D Forecasting, Experts in Pharmaceutical Forecasting

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