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Unlike many other generic forecasting books this one addresses the unique characteristics of the pharmaceutical market and stays away from a heavy statistics treatment.

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Several therapy areas  
require incidence-  
based models:

oncology,

transplantation and

HIV disease. Figure

3.5 Prevalence- and

incidence-based

epidemiology Both

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types of models are used in forecasting, but prevalence-based platforms are simpler to construct and to use.

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Concomitancy and polypharmacy are two dynamics in the pharmaceutical

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markets that lead to modification of the basic forecast algorithm for market flow. The effect of concomitancy is to in?ate the number of drug uses for a product compared to the number of patients in the market. Consider a market with 100 patients.

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based forecasting".  
This is an approach to forecasting that involves building forecasts based on:  
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The client:  
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Demand forecasting  
Typically, the pharmaceutical industry comprises businesses involved in the research, development, manufacturing, and distribution of drugs.

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Demand forecasting  
plays a critical role in  
logistics and supply



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supply chain is described.

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HOW TO FORECAST THE DEMAND OF A NEW DRUG IN THE PHARMACEUTICAL INDUSTRY By Michael Latta Explains how

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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 profile ... using market data gathered directly from a target market concerning the

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expected use of an innovative drug reduces uncertainty in Gompertz forecasting.

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dollars in 2022.  
Annual revenue of the  
global pharmaceutical  
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market is segmented by region (country), players, by Type, and by Application.

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products to market can be astronomical. Pharma companies sometimes spend billions on R&D and multi-phase testing only to come up empty in late-stage trials.

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