

Value Edge combines deep TA know-how and expertise with VBA model building skills to build sophisticated global, regional and country forecasts. Value Edge has developed a robust 4 stage forecasting methodology – (1) Deep understanding of the clients forecasting requirements (2) Target patient pool estimation (3) Patient share and brand adoption and (4) Patient share to value conversion. At each stage Value Edge brings its expertise to ask the right questions and its experience/judgement to develop the right assumptions.

### The Challenge:

A speciality pharma company retained Value Edge to build a 31 country forecast for their pediatric CNS drug across 2 indications. The Client wanted a patient based forecast model with multiple scenarios. One of the key challenges was in getting accurate and relevant data from different sources that would drive the model.

### Value Edge Solution:

Value Edge Forecasting team worked closely with the client to understand the product profile and the forecasting requirements. A patient flow diagram was built to illustrate the patient segments and market dynamics.

The team researched several secondary market research data sources to develop the model assumptions. For example, epidemiological data including incidence and diagnosis was determined from secondary research. The Value Edge team developed a discussion guide and spoke to few experts to gain deeper understanding of the market and validate model assumptions. Treatment rates and eligibility conditions were determined through this primary research.

A cohort based model was then developed to determine the base, best and worst case scenarios for patient on

the product per year. Persistence and Compliance data was used to determine the volume forecasts. The dose and pricing information was used to calculate the value forecast. The first draft was shared with client to get their early feedback and to give them a sense of the overall model. Their feedback and suggestions were included to refine the model to better suit the market and product conditions.

Once the model was finalized, our expert team built a VBA based excel simulator to show the detailed yearly forecast. The simulator was designed to give maximum clarity about the assumptions and the calculation steps involved. The output section of the simulator provided the users with flexibility to pick and choose regions/scenarios/metrics and see the values and trends.



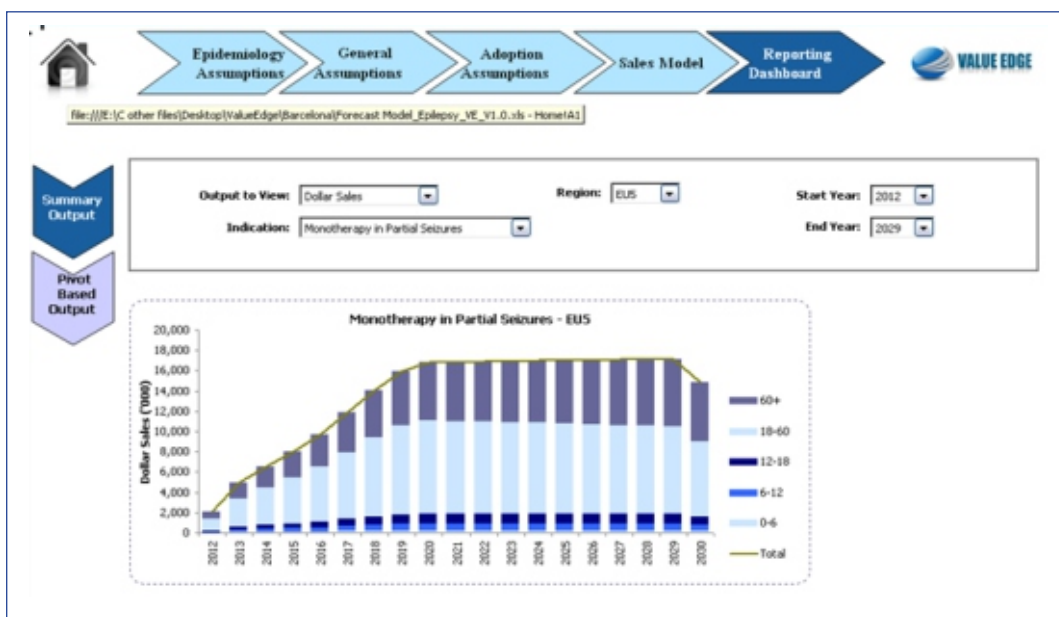
**Value to Client:**

The integrated forecasting simulator for 31 countries across 5 regions created by Value Edge gave a cost effective and robust forecast for the new launch product of the client. The final solution to client was very detailed and easy to understand. It reflected the market scenarios very accurately to enable clients assess the opportunity areas.



Forecasting a specialty product in niche indications is always challenging. One needs to select the data sources and interpret the research data very carefully to be able to use this effectively. Value Edge’s deep understanding in this area has always been a very valuable asset for its clients.

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