PATIENT BASED FORECASTING
CLIENT NEED

An Oncology client needed support in developing short-term forecasting to test various launch scenarios for their new product in ovarian cancer.

OUR SOLUTION

Due to unmet need, physicians were warehousing patients in expectation of upcoming breakthrough therapies. 159 leveraged multiple data sources to quantify the size of the patient bolus and the rate at which patients would enter treatment post product launch. The forecast also incorporated impact of a potential competitor launch within same time horizon.

OUR APPROACH

<table>
<thead>
<tr>
<th>Immure in available information</th>
<th>Design forecast model</th>
<th>Build forecast model</th>
<th>Calibrate forecast model</th>
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</thead>
<tbody>
<tr>
<td>Gain complete understanding of client needs and available information in market research, epidemiology, and existing long-range forecast</td>
<td>Align on required outputs, finalize scenarios and drivers of launch uptake, and create forecast flow and segments</td>
<td>Complete forecast model in Excel, populate with available inputs, and conduct quality control for forecast functionality and outputs across scenarios</td>
<td>Review forecast with stakeholders and calibrate model against historical data, available analogs, and long-range forecast</td>
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PROJECT OUTCOME

Detailed patient-flow model across multiple lines of therapy, where flow of patients was simulated using statistical distribution against the expected duration in each line

The model successfully tested the sensitivity of key assumptions around size of patient bolus, uptake rate post product launch, and competitor impact
Illustration of Simplified Patient Flow

1L treatment

- Positive
- Unknown

2L treatment

- Positive
- Unknown

3L treatment

- Positive
- Unknown

4L treatment

- Positive
- Unknown

Author: Mukesh Masand | Principal

Mukesh Masand is a Principal at 159 Solutions, an analytically driven company focused on providing solutions to life sciences companies. He has 10+ years experience in consulting and pharmaceutical industry, working closely with clients to help them make data-driven decisions using robust analytics. Prior to joining 159 Solutions, he lead business development analytics at Viscadia Inc, a start up consulting firm focused on specialty pharmaceutical products. He also worked at ZS Associates managing a broad range of sales and marketing analytics engagements across different stages of product lifecycle. Mukesh graduated with a masters degree in Finance from Texas A&M University - Mays Business School.

mukesh.masand@159solutions.com