

## At a glance

### Forecast Architect® Methodology:

- Epidemiology-based, volume-based, or reconciled patient- and volume-based forecasts
- Establish baseline trends in treatment rates, market share, or market size using trending utilities, including seasonality, if desired, to project baseline trends
- Future Events module to enable modeling the impact of varying combinations of events such as product launches and changes in treatment rate on the baseline trends

## Why Kantar Health?

Kantar Health is a global, evidence-based decision support partner to the world's leading pharmaceutical, biotech, device and diagnostic companies. Our 700+ staff in over 40 countries act as catalysts, bringing together clinical, medical and methodological expertise, commercial/marketing know-how and proprietary data. It is this rare combination, together with our unparalleled stakeholder reach, that enables us to mobilize incisive, imaginative and timely ROI-driven solutions, empowering clients to deliver better healthcare options to their customers.

# Forecast Architect®

## If you can see the future, you can change it

Kantar Health's Forecast Architect® is Excel-based software that facilitates detailed forecasting within pharmaceutical markets utilizing a variety of approaches. Forecasts can be based upon epidemiology, sales volume (prescription, units, days of therapy, etc.), or the combination of both. The software is accessed through the Forecast Architect® website, which provides for the download and modification of Excel-based models as well as online help and other utilities. All of this comes with the support of the Kantar Health consulting organization and our vast forecasting experience.

### Outputs

- Sales revenue, units, days of therapy, patients
- Share for each output
- Flexible grouping of products by class, form, etc.
- Flexibility to summarize by varying combinations of product and market segments

### Forecast Architect® Website

- No software installation; always up-to-date
- Easily update previously created models to new versions
- Online help

### Model Features and Options

- Market modeling, by product or class
- Oncology-specific option with appropriate logic and terminology
- Advanced charting features
- Enhanced trending capabilities, including seasonality option
- Assumption override flexibility
- Single model includes multiple market segments that can represent patients, indications, channels, geographies, or any other user-defined classification
- Summaries across market segments, indications, or countries
- Scenario Manager – enables the storage of multiple scenarios within the file
- Scenario Analysis – enables comparison of stored scenarios
- Forecast Consolidator – enables the consolidation and reporting of results from multiple models across all stored scenarios
- Built-in Monte Carlo simulation and sensitivity analysis capabilities

### Contact Us:

Please email [info@kantarhealth.com](mailto:info@kantarhealth.com) for more information.



## Forecast Architect®

**Epidemiology**

**Actual Numbers**

Prevalence	2003	34,873,268
Diagnosis Assumptions	Initial	50%
Calculated Diagnosis Rate	50%	
Target Patients (000s)		17,489

**Historical Data**

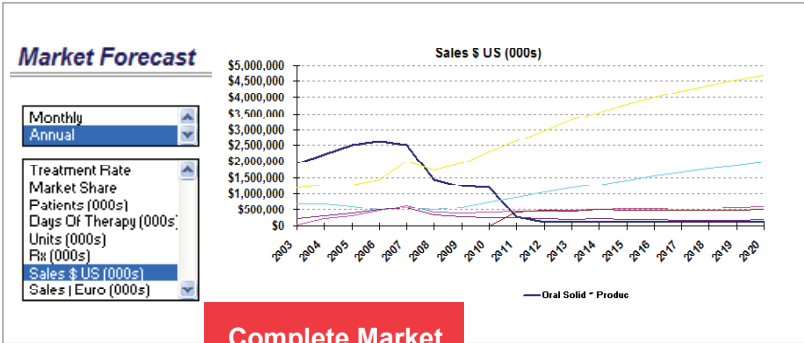
Select Data Source to be used for Trending:

Units  
TRx  
Days of Therapy  
Patients  
Patient Share  
Sales

**Epidemiology and Rx-Based Methodology**

	2007	2008	2009	2010	2011	2012	2013
Start Time	36,178,744	36,503,296	36,826,648	37,148,594	37,470,706	37,794,442	38,119,211
Start Time	Jan-03						
Calculated Diagnosis Rate	54%	55%	55%	56%	57%	58%	58%
Target Patients (000s)	19,487	19,947	20,416	20,893	21,366	21,818	22,23

TRx Data	Mar-03	Apr-03	May-03	Jun-03	Jul-03	Aug-03	Sep-03	Oct-03	Nov-03
Oral Solid ~ Product A	1,306,310	1,349,731	1,303,050	1,301,950	1,413,417	1,353,635	1,351,309	1,409,626	1,307,150
Injectable ~ Product B	0	0	0	0	0	843	9,026	25,432	39,516
Oral Solid ~ Product C	586,047	571,992	580,320	580,803	601,077	574,713	586,429	601,619	554,345
Oral Solid ~ Product D	384,415	375,733	381,404	384,226	400,436	380,785	386,514	392,716	358,550
Syrup ~ Product E	205,447	206,602	214,364	218,979	232,804	228,022	236,273	247,094	229,859
<b>Total</b>	<b>2,564,227</b>	<b>2,504,057</b>	<b>2,541,944</b>	<b>2,545,965</b>	<b>2,649,734</b>	<b>2,538,196</b>	<b>2,599,810</b>	<b>2,676,689</b>	<b>2,489,454</b>



**Complete Market Forecasts**

**Forecast Summary Tool**

Select What to Summarize

Products

- Oral Solid ~ Product A
- Injectable ~ Product B
- Oral Solid ~ Product C
- Oral Solid ~ Product D
- Syrup ~ Product E
- Oral Solid ~ Generic Product A
- Oral Solid ~ New Product X

Market Segments

- Mild
- Moderate
- Severe

Summarize by

- Product/Classification
- Market Segment

Summary Name

OK Cancel

**Create and Export Tailored Summary Reports**

Scenario	Patient Population	Products	Forecast Output	1/1/2003	1/1/2004	1/1/2005	1/1/2006	1/1/2007	1/1/2008	1/1/2009	1/1/2010	1/1/2011	1/1/2012	1/1/2013
Base Case	Mild	Injectable ~ Product B	Sales	\$15,562	\$209,869	\$303,541	\$470,375	\$623,722	\$677,711	\$701,147	\$724,395	\$747,082	\$769,703	\$792,686
		Oral Solid ~ Generic Product A	Sales	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$711,700	\$794,470	\$762,110
		Oral Solid ~ New Product X	Sales	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$21,902	\$113,322
		Oral Solid ~ Product A	Sales	\$1,943,722	\$2,226,619	\$2,503,529	\$2,608,613	\$2,505,041	\$2,310,451	\$2,191,917	\$2,099,609	\$456,857	\$193,113	\$184,354
		Oral Solid ~ Product C	Sales	\$1,193,365	\$1,272,587	\$1,296,015	\$1,449,609	\$1,997,436	\$2,810,292	\$3,480,526	\$4,071,370	\$4,614,845	\$5,117,160	\$5,536,494
		Oral Solid ~ Product D	Sales	\$690,824	\$670,009	\$600,960	\$501,073	\$560,420	\$707,151	\$1,055,207	\$1,304,000	\$1,544,082	\$1,706,370	\$2,020,535
		Syrup ~ Product E												

**Scenario Manager**

Saved Scenarios

Author	Date Saved	Title	Description
Todd Johnson	7/23/2008 1:17:22 PM	Base Case	
Todd Johnson	7/23/2008 1:17:51 PM	Upside	

Load Selected Scenario

Edit Scenario Information...

Update Selected Scenario

**Save Current Model...**

Delete Selected Scenario

Done

**Manage and Compare Multiple Scenarios in a Single Workbook**