

# Assessing the Commercial Potential of Oncology Assets

Cambridge, MA - March 31 or April 2, 2020

Forecasting commercial potential in oncology markets involves some unique challenges. Determining the appropriate patient populations and their numbers requires reliable data sources. In-depth knowledge of definitions and treatment paradigms is also an important element. Addressing the cascade of patients through lines of therapies is complex. New therapies addressing various biomarkers and patient segments may mean forecasting a single tumor which would lead to creating many different forecasts.

Through a blend of instruction on forecasting theory and hands-on application, this interactive session will guide you through the steps of building powerful oncology forecasting models. You will take home practical knowledge, forecasting tools, and proven ideas that you can use every day.

## WHO SHOULD ATTEND

Pharmaceutical company individuals working on oncology therapeutics with responsibilities in:

- + Forecasting
- + New Product Planning
- + Business Development
- + Marketing
- + Strategic Planning
- + Product Management
- + Individuals responsible for developing and/or utilizing strategic forecasts
- + Business Insights
- + BD&L

## KEY TOPICS

- + Overview of oncology treatment paradigms
- + Oncology biomarkers
- + Oncology forecasting process
- + Oncology Epidemiology
- + Pricing & Reimbursement
- + Overview of oncology market & trends
- + Cross-sectional vs. patient flow modeling
- + Building oncology forecasts using Excel
- + Building assumptions & completing the commercial assessment

## REGISTER NOW!

Workshop Fee: \$1600 per day or \$3,000 for 2 days (oncology & rare disease)

Note: there are two identical, one-day oncology workshops. Attendees may choose their preferred date.

Enrollment is limited to ensure a very interactive session.

[Click here](#) to register.

## VENUE

Royal Sonesta Boston  
40 Edwin Land Blvd  
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## WORKSHOP COORDINATOR

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**Join Kantar for this opportunity to increase your confidence by expanding and sharpening your oncology and rare disease forecasting skills and knowledge.**