

## Assessing Commercial Potential of Rare Disease Assets

Cambridge, MA - April 1, 2020

"Rare diseases" represent a highly diverse group of approximately 7,000 disorders, 95% of which do not have a cure. Kantar recognizes the importance of rare diseases in furthering patient care and has identified this as an area of specific focus. As with oncology, forecasting commercial potential in rare disease markets involve unique challenges. Information on epidemiology is often limited and frequently studies are not population-based and are potentially biased. The most appropriate forecasting technique is closely related to the availability and reliability of epidemiology data. At times hybrid approaches that utilize both incidence and prevalence and that incorporate patient flow concepts are the optimal choice. It is also imperative to have a thorough understanding of patient segmentation, disease treatment and progression and incorporate these as well as appropriate pricing and market access considerations...all with the goal of creating reliable and defensible commercial assessments.

Through a blend of instruction on forecasting theory and hands-on application, this interactive session will guide you through the steps of building powerful rare disease forecasting models. You will take home practical knowledge, forecasting tools and have an opportunity to discuss the latest thinking in rare disease commercial assessment with Kantar and your industry colleagues.

### WHO SHOULD ATTEND

Pharmaceutical company individuals working in a rare disease area with responsibilities for:

- + 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 rare disease market and current trends
- + Rare disease research & development trends
- + Rare disease forecasting process
- + Rare disease epidemiology
- + Cross sectional and patient flow forecasting approaches
- + Building rare disease forecasts using Excel
- + Incorporating primary market research
- + Pricing & Reimbursement
- + Building assumptions & completing the commercial assessment

### REGISTER NOW!

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

Enrollment is limited to ensure a very interactive session.

[Click here](#) to register.

### VENUE

Royal Sonesta Boston  
40 Edwin Land Blvd  
Cambridge, MA 02142-1208  
617.806.4200  
<http://www.sonesta.com/boston>

### WORKSHOP COORDINATOR

Linda Morgan  
Tel: +1.816.285.1610  
[linda.morgan@kantar.com](mailto:linda.morgan@kantar.com)

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