

Narrowing the Range: Improving Accuracy in Forecasting New Pharma Products

Physician survey respondents often display a high degree of willingness in pre-launch surveys to prescribe new products, resulting in unlikely high-usage estimates.

Why does this occur and what can be done to adjust anticipated usage for a more realistic target?

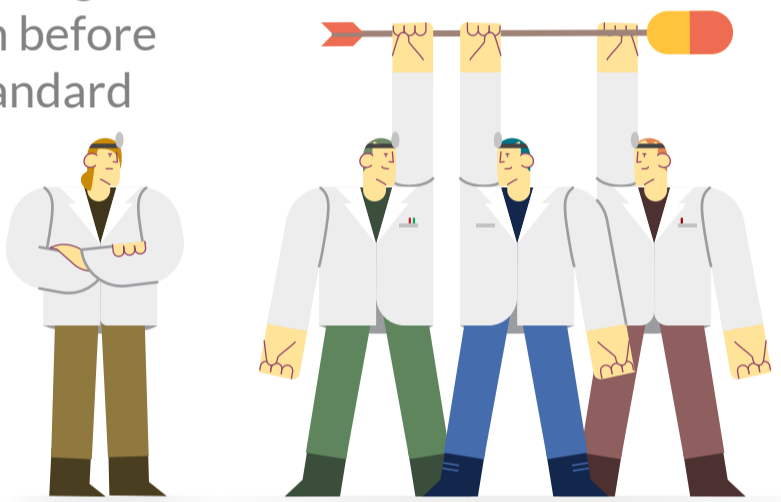


Physicians' main drivers for earlier adoption of a new product are:



Physicians express willingness to prescribe new-to-market products, but show a slower adoption rate.

3 in 4 physicians claim that they start using a new medication before it becomes a standard therapy.



Each year, physicians only prescribe around 10 products they've never prescribed before. (median)

(with many of those having been available for some time)



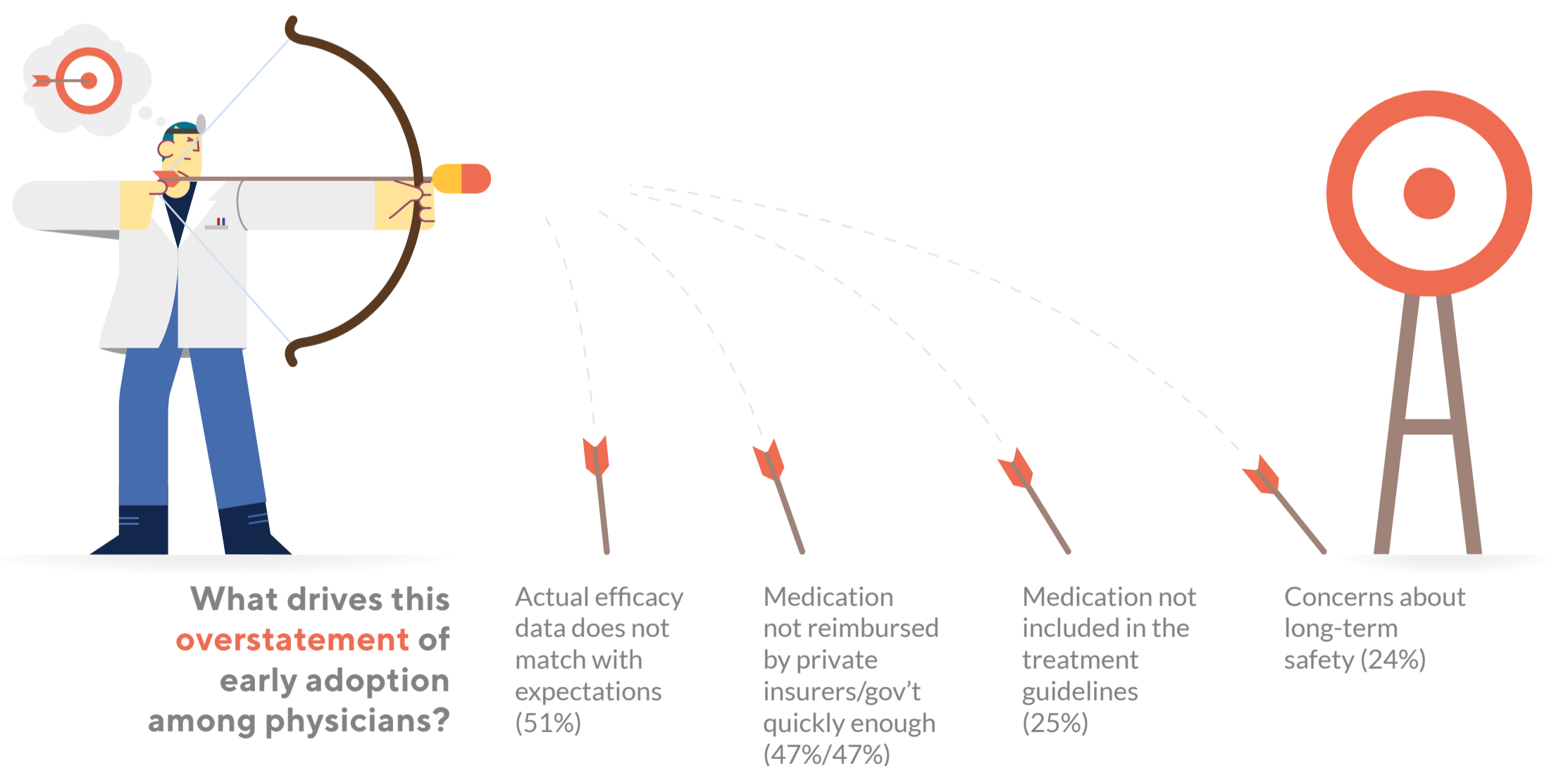
Enthusiasm alone doesn't hit the mark.

Before a product launches

Physicians often express enthusiasm about the features of new products, and estimate high usage rates when answering market research surveys about potential new products.

After launch

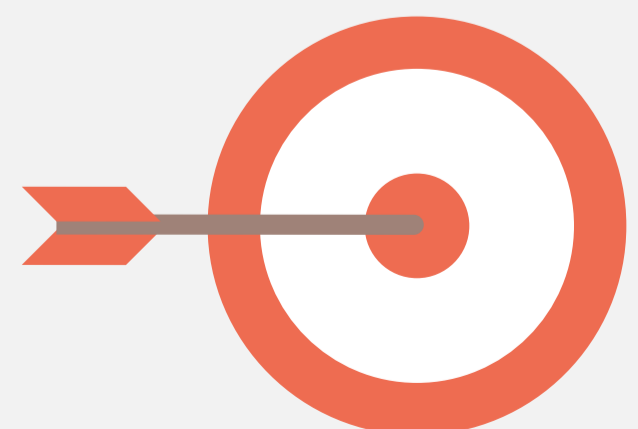
The unadjusted prescription rate rarely aligns with physicians' pre-launch estimates, based on historical comparisons between pre-launch market research data and post-launch prescribing data.



How can we help?

MD Analytics' **Proprietary Share Gap Algorithm** can help you develop more accurate forecasts.

Find out more by visiting:
engage.mdanalytics.com/forecasting



Data based on survey of n=383 Canadian Physicians, February 2020.

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