Introduction – Pre-training evaluation

- Introduction to fundamentals of forecasting

Key forecasting principles

- Important elements and philosophies of good forecasting
- Key considerations for good forecasting
- Key steps to follow when forecasting
- Key forecasting principles

Defining the market

- Introduction to defining the market
- Sales approach
- Example of sales-based models
- Epidemiology cross-sectional approach
- Example of epidemiology cross-sectional models
- Patient opportunity approach
- Example of patient opportunity models
- Patient flow approach
- Example of patient flow models
- Defining the market

Case study example

Build and populate define section of the model (asthma define)

Trending the market

- Introduction to trending the market
- Trending concepts and different approaches
- Key considerations when trending
- Example of different trending approaches
- Trending the market

Case study example

Build and populate trend section of the model (asthma trend)

Adding events

- Introduction to events
- General principles when adding events
- Scenario based eventing
- Example of scenario-based eventing
- Probability based eventing
- Example of probability-based eventing
- Introduction to Econometrics
- Adding events

Case study example

Build and populate event sections of the model (asthma event)

Converting to volume and sales

- Introduction to conversion
- How to convert to volume and sales
- Key considerations when converting to volume and sales
- Conversion

Case study example

Build and populate conversion sections of the model (asthma convert).

Case study exercise – Introduction to case study

- Map out model flow
- Build and populate define section of the model
- Build and populate trending section of the model
- Build and populate events section of the model
- Build and populate conversion section of the model
- Completion