

# Creating clarity is what we do

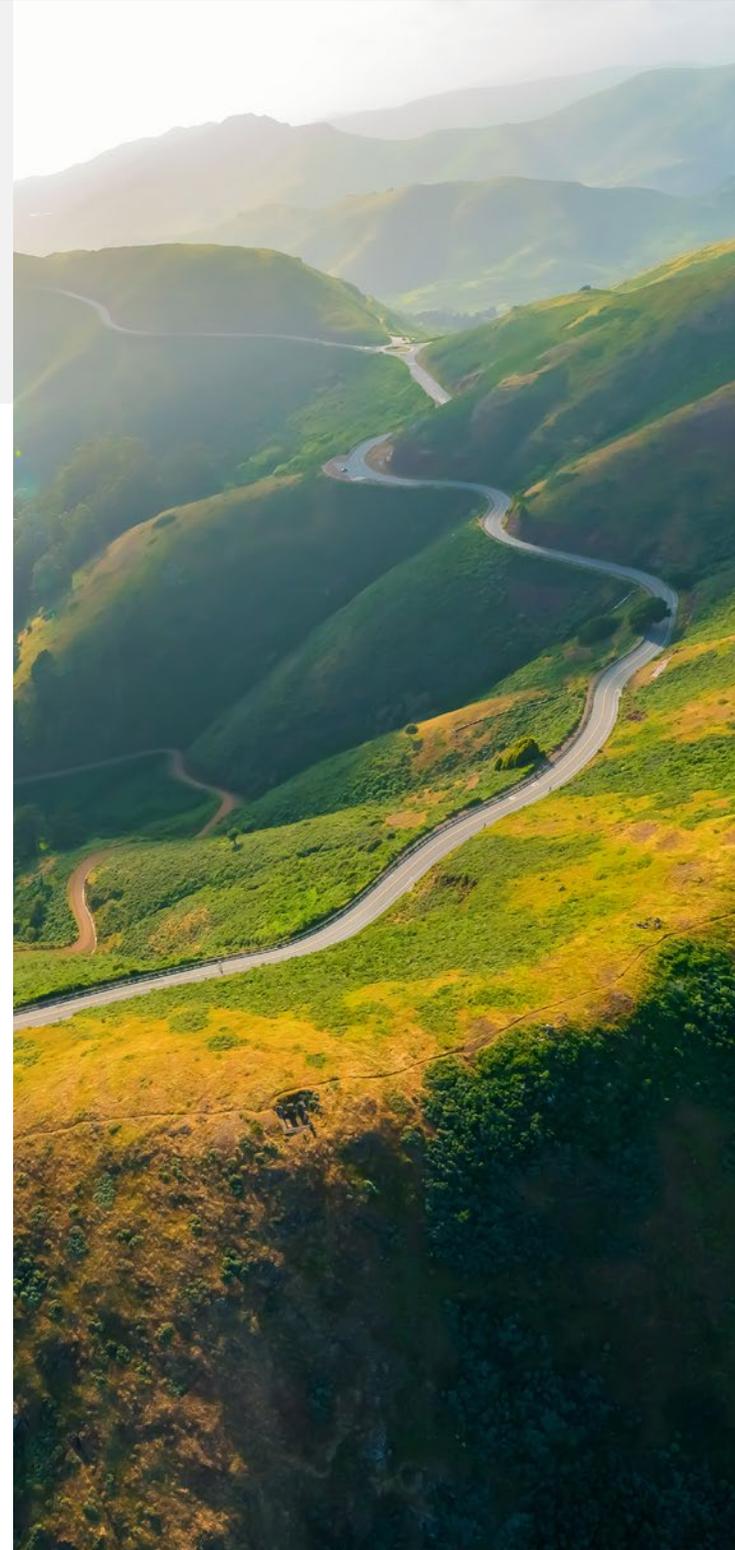
Deep industry expertise ensures that your forecasts are comprehensive, dynamic, and clear

# Pharmaceutical and biotech forecasts are critical. So call in a specialist.

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Reliable pharmaceutical and biotech forecasts are vital for driving key business decisions, planning and execution across the enterprise. But creating and updating accurate, defensible forecasts can be a daunting, difficult and frustrating process.

Viscadia's forecasting specialists offer a better approach.





## Who is Viscadia?

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Viscadia is the leading professional services firm focused exclusively on pharmaceutical and biotech forecasting. From acquisitions to pipeline candidates to on-market products — our forecasts factor in the most relevant risks and opportunities that will influence pharmaceutical and biotech product performance. So you can be confident in the results.

Our forecasts are comprehensive, dynamic and clear — and presented in a format that is easily understandable and explainable to all stakeholders. As former pharmaceutical executives ourselves, we know the challenges our clients face first-hand — and why reliable forecasts are critical for success.

We serve large and mid-sized pharmaceutical and biotech companies as well as emerging specialty pharma firms. Our team can also support financial and investment firms, including private equity and venture capital, that build portfolios in the pharmaceutical and biotech sectors.

### THE VISCADIA ADVANTAGE

- Our veteran principals and consultants have decades of pharma corporate experience. We can support your decision-makers across all organizational levels, including Marketing and Sales, Business Development, Decision Sciences, Finance, Manufacturing, Board of Directors, and C-Suite Executives.
- Our custom models are comprehensive, dynamic and clear, allowing for real-time scenario planning as the market landscape changes. And our experts are always available to provide ongoing support and guidance.
- Our international presence allows us to provide clients with rapid access to expert problem solving and analysis, no matter the hour.



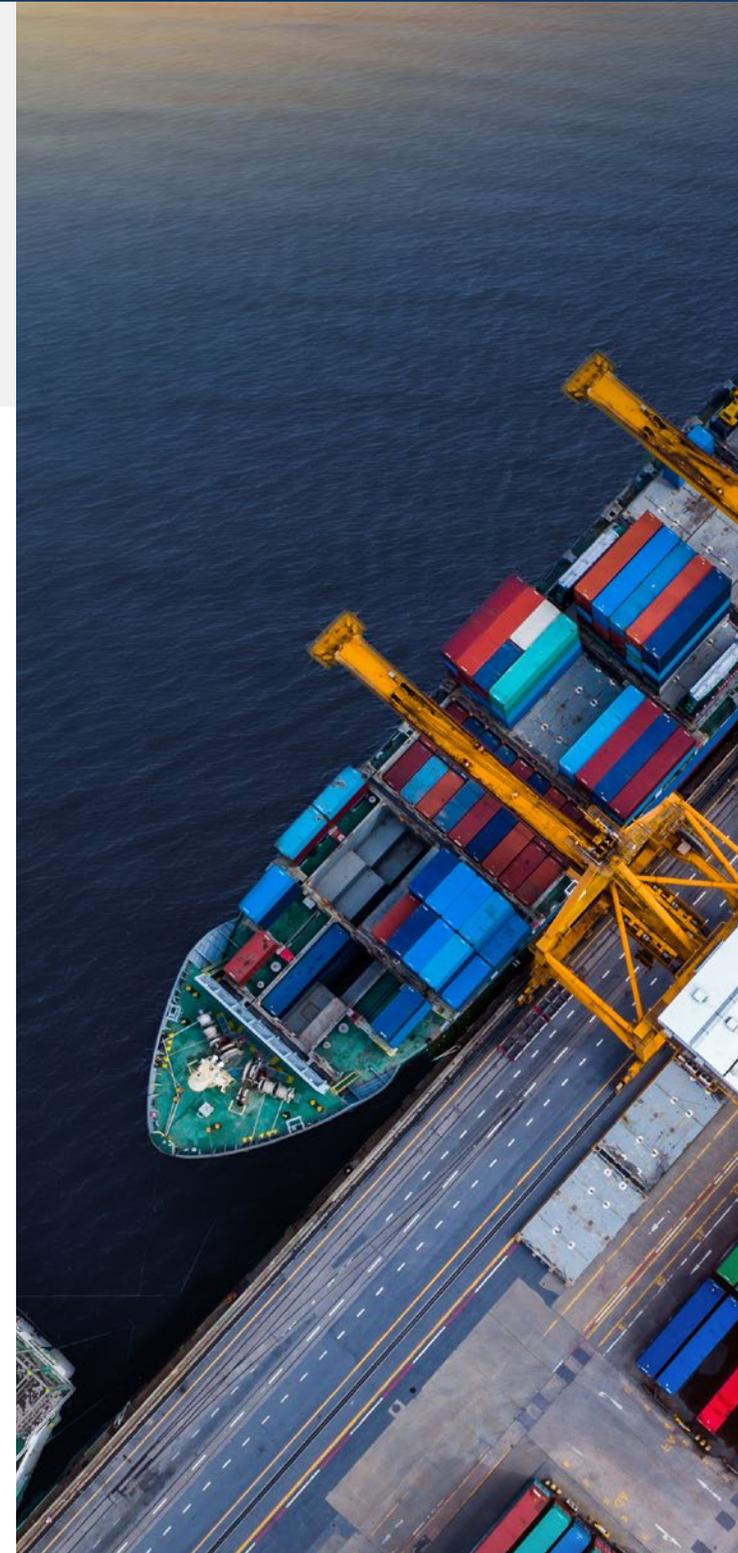
# Experience Forecasting Confidence

Even the best pharmaceutical forecasting models will generate healthy internal debate. Viscadia's proprietary ACE® forecast approach is designed to facilitate constructive dialogue across functional areas and is central to how we add value.

## **WHY ACE®?**

ACE stands for *Assumptions*, *Calibrations* and *Events* — all of which are transparently shown in our forecasting models and presented in a clear, easily-explainable format. This supports real-time scenario planning and “what-if” analyses by allowing different users to easily characterize, compare, and contrast different scenarios based on variable inputs.

After we collaborate with your internal stakeholders to build a custom model, Viscadia provides ongoing, expert support. We'll gladly help shepherd the forecast to other stakeholders within your organization — whether Sales, Managed Care, Manufacturing, or Investor Relations. Importantly, our models also have scalable financial outputs to ensure seamless integration into internal Finance modeling.





## Business Development & Licensing Forecasting

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Pharma and biotech business development executives face enormous pressures to identify assets and close deals quickly to support business growth. Viscadia's professional team provides superior forecasting and expert support to inform and guide your BD&L transactions within tight timeframes.

With Viscadia you will receive comprehensive, dynamic and clear forecasts to support credible valuations and deal negotiations. And you can trust us to readily deliver exactly what you need to stay ahead of your crucial timelines.

Whether you need help evaluating the seller's data room, analyzing market research findings, or validating the true drivers of product performance and accurately incorporating them into your forecasts, Viscadia can help move the process to completion with exceptional efficiency.

### **HOW CAN VISCADIA HELP?**

Viscadia can serve as your BD&L partner and expert throughout the entire due diligence process. When you face internal resource constraints and time pressures, and have large dollar amounts at stake, Viscadia can give you the added leverage and rapid turnaround you need to succeed.





# Pipeline Product Forecasting

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At Viscadia, we design and build sophisticated, highly flexible pharmaceutical and biotech pipeline forecasting models. They help organizations justify clinical study design in the earliest phases and guide commercial strategy all the way through a successful launch. You'll be confident in the results — no matter what future timeframe you are looking at.

We design and build our forecast models to anticipate product and market changes, such as new indications and competitive introductions. They also accommodate a seamless transition from the pipeline phase through launch and into on-market application. So, there is no need to develop a separate on-market forecasting tool.

## WHAT'S WRONG WITH TYPICAL FORECASTING MODELS?

- Many pharmaceutical and biotech pipeline forecasts are based on simplistic templates that incorporate only basic variables such as market research and prescriber preferences when projecting product uptake.
- These models fail to identify, calibrate and incorporate other critical variables that will impact uptake and revenue including detailed epidemiology assessments, patient persistence and compliance, harmonization across indications and geographies and therapeutic segmentation.
- By contrast, Viscadia's forecasts delve into these and other critical but often overlooked variables. You'll get the truest picture of your product's future performance.



# On-Market Product Forecasting

Highly accurate Viscadia forecast models for on-market pharma and biotech products are designed to meet the needs of myriad stakeholders.

Viscadia's on-market forecasts deliver accuracy superior to typical demand-based forecasts. Their higher precision is the result of decades of pharma corporate experience combined with highly-refined forecasting expertise.

Our pharmaceutical forecasting models are ideal for establishing the annual baseline budget and efficiently incorporating weekly and monthly updates into a Latest Estimate (LE) format — providing a 'Plan vs. LE' variance view throughout the year.

Viscadia's forecasts are designed to handle any distribution model, including retail, specialty pharmacy, specialty distributor or buy-and-bill. Our approach also integrates timely channel inventory projections, expressed as days-on-hand or months-on-hand.

## **AUTOMATED DEMAND AND FINANCIAL OUTPUT CAPABILITIES THAT SAVE YOU TIME**

- Detailed demand and financial metrics are vital for management's ongoing performance review and discussion. That's why Viscadia has designed our models to include easy-to-use, automated graphical output capabilities that are always current with the latest data. No more cutting and pasting charts and graphs for that last-minute management meeting.

## **A LOOK AT HOW ON-MARKET FORECASTS IMPACT YOUR ORGANIZATION**

- The forecast directly drives critical corporate and commercial decisions from manufacturing to financial planning to marketing investments.
- Forecasts are used to establish sales objectives and incentive payouts.
- Forecast accuracy is essential for instilling confidence in management's operational decisions and to support accurate performance analyses.

# Therapeutic Expertise



## CARDIOVASCULAR

- Dyslipidemia
- HoFH/HeFH (Familial Hypercholesterolemia)
- Hypertension
- Hypertriglyceridemia
- Long QT Syndrome/Hypercardiomyopathy



## INFECTIOUS DISEASE

- HIV
- Septicemia
- Influenza



## DERMATOLOGY

- ABSSI
- Acne
- Atopic Dermatitis
- Cellulite; Lipomas
- Psoriasis



## GENETIC/BLOOD

- Cystic Fibrosis
- Hemophilia
- Novel Oral Anti-Coagulants



## INFLAMMATORY/PAIN

- Gout
- Osteoarthritis
- Rheumatoid Arthritis
- Juvenile Rheumatoid Arthritis
- Post-Surgical Pain



## ONCOLOGY

- Breast Cancer
- Bladder Cancer
- Ovarian Cancer
- Gastric Cancer
- Glioblastoma (GBM)
- Myeloid Leukemia
- Gastroesophageal Cancer
- Gastro-Entero-Pancreatic Neuroendocrine Tumors
- Locally Advanced Basal Cell Carcinoma
- Non-Small Cell Lung Cancer
- Small Cell Lung Cancer
- Pigmented Villonodular Synovitis
- Injectable Iron



## HORMONAL DISORDERS

- Acromegaly



## RESPIRATORY/PULMONARY

- Pulmonary Arterial Hypertension
- Respiratory Distress Syndrome
- Hospital Acquired Pneumonia
- Asthma
- Allergy
- Pediatric ETT Airway Device



## WOMEN'S HEALTH

- Preterm Birth
- Hormone Replacement Therapy
- Contraception
- Prenatal Vitamins
- Postpartum Hemorrhage
- Oral Hematinics
- Anti-Infectives



## UROLOGY

- Erectile Dysfunction
- Urinary Tract Infection



## GASTROENTEROLOGY

- Pouchitis



## TRANSPLANT

- Transplant Rejection



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and biotechnology markets



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