



# Dynamic Patient Flow Forecasting

IM Associates & IMIG  
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# IMIG and IM Associates: Who we are



- **Market research company** specialised in qualitative and quantitative market research in the public healthcare sector, with headquarters in Munich, Germany.
- **Longstanding experience in projects with:** Doctors, pharmacists, patients/medically insured respondents; Statutory health insurers, health insurance companies, self-help groups.
- **Tried and tested project plans:** Flexible project-related planning; Professional conduct of interviews; Result-driven analysis of the projects.
- **Individual project offers:** Organization; Conduct/timing; Analysis/presentation of results.



- **A service company active in healthcare sales and marketing organizations, created in 1997 with headquarters in Leuven, Belgium.**
- **Main focus on Belgium, The Netherlands, France, Germany, Spain and Turkey, but also active beyond.**



Forecasting; Market scan; Segmentation/targeting ; Commercial structure assessment



Key account mgmt; Sales incentive plan; Customer interaction plan; Commercial Org. design



Account segmentation; IM.Smart reporting; SIP tool; Tactical box



Account planning; Easymp; Powersim



# In today's pharma business, forecasting has never been so important



→ Forecasting should bring more than only financial forecasts. It can generate a unique strategic value if it provides answers to the following questions:

## Support important decisions regarding business development:

- Research;
- Product acquisition;
- Licensing,...



## Understand the strategic importance of the patient flow:

- Diagnostic rate;
- Compliance;
- Treatment duration;
- ...



## Understand new markets and new indications with less data.



## Better target your resources & promotional investment:

- Field force size;
- Investment in awareness, compliance, ...



## Managing uncertainties in the future:

- Outcomes of clinical studies;
- Decisions on reimbursement;
- Healthcare reform.



## Essential tool in market access:

- Business development;
- Internal price submission;
- External price negotiation.



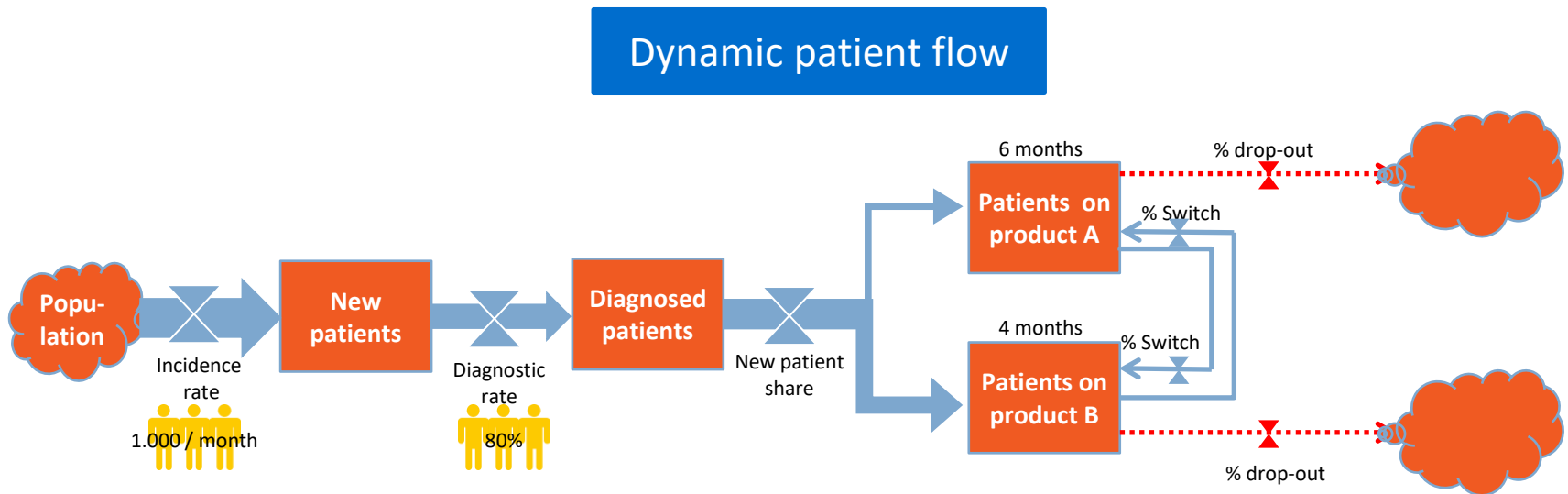


# What is “Dynamic patient flow forecasting”?

IMIG

→ “Dynamic patient flow” provides a simple and flexible model to understand the patient journey and measures the number of patients:

- at any moment of time;
- at any step of the flow.

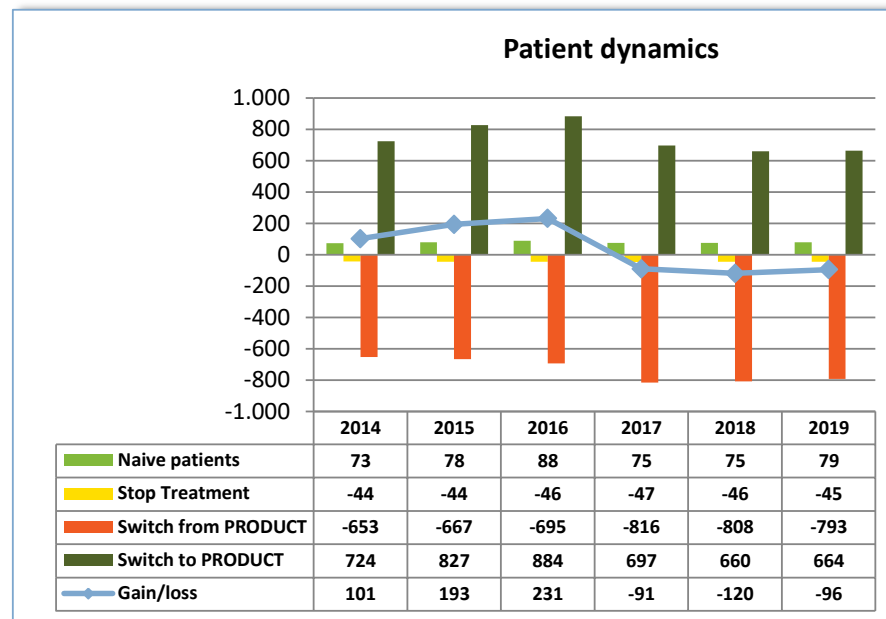




# “Dynamic patient flow forecasting”



- IM Associates’ approach to forecast is based on a tool **simulating patient flows month-by-month**.
- It is a fully transparent and flexible methodology generating **real eye-openers on your sales dynamics**.
- This time-saving solution helps getting internal alignment on forecasts and **supporting decisions on commercial and market access strategies**.

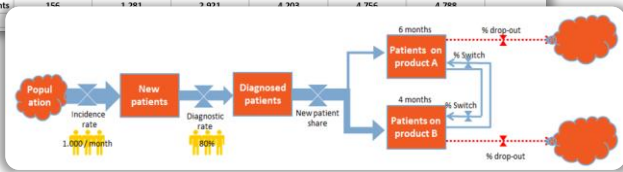
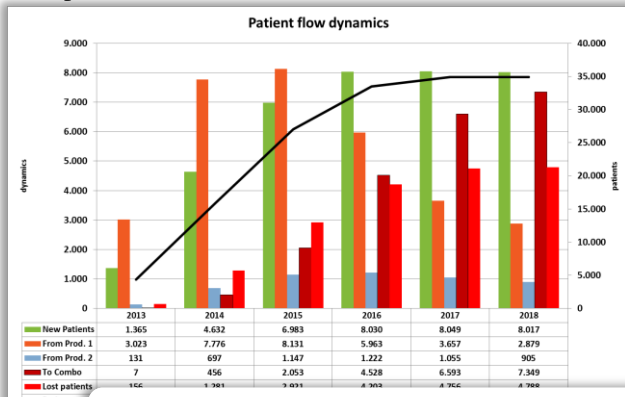




“Dynamic patient flow forecasting” and internal trend-based forecasting are 2 approaches that complement and reinforce each other.



## Dynamic Patient Flow Model

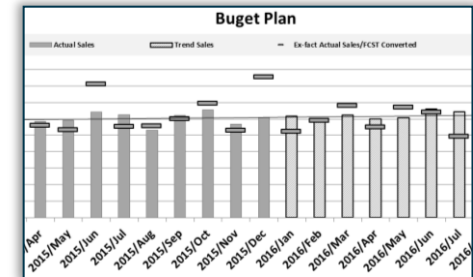


- Real month-by-month dynamic;
- Based on real patient numbers and flows
  - Prevalence and incidence;
  - Nr patients at start for each products;
  - Continuous switches between products;
  - Drop out rates;
  - ...

“Dynamic patient flow forecasting”:

- Enables you to adapt the global in-house forecasting tool to country-specific situations and challenges;
- Allows you to discover and act on the critical factors that determine your results.

## In-house forecasting tool



- Year-by-year evolutions
- Based on macro market trends:
  - Expected market growths;
  - Expected market shares;
  - Pre-defined launch curves;
  - ...



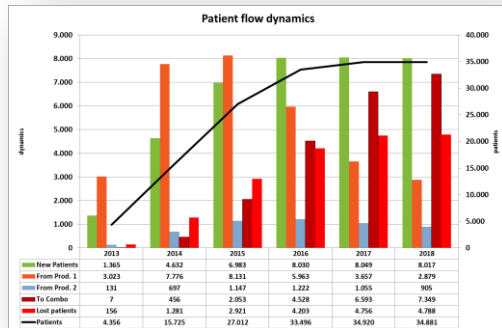
- Powersim is best-in-class software for **dynamic simulation**.
- Starting from the flow-chart based patient flow for your product, IM Associates translates the variables and flows into a simulation model in Powersim for healthcare.
- In the connected Excel product sheet, the company has full flexibility to modify easily parameters and to consult the results (forecasted sales) generated by Powersim.
- IM Associates provides the client with a license to see the results of the simulations.

### Variables

Inhabitants NL	16.786.279
% Prevalence COPD	1,70%
% LAMA usage	62,5%
LAMA users	178.354
% growth per year	0,283%
% incidence COPD per year	0,290%
% incidence per month (pm)	0,0241%
% population growth pm	0,0235%

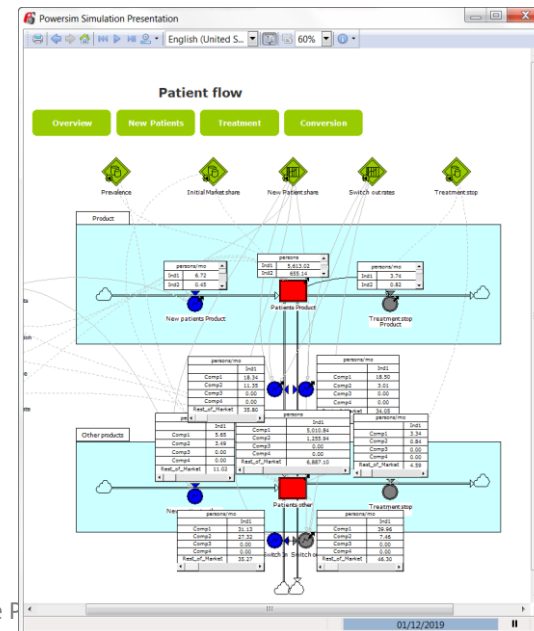
Import

### Results



Export

### Powersim



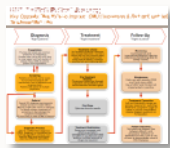


# Overview: research, patient-flow modelling and scenario thinking together with the pharma company



## Step 1 Preliminary design patient flow

1.1. Consolidate existing customer information



1.2. "Patient flow design workshop": design patient flow in cross-functional meeting



1.3. Identify critical parameters and data gaps where market research is needed for



## Step 2 Market research

2.1. Preliminary desk research and "retro-analyses"



2.2. Qualitative Market research

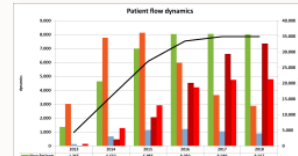


## Step 3 Setup Powersim model

3.1. Setup patient flow in Powersim



3.2. Build base scenario and validate model



## Step 4 Build scenarios and validate forecast

4.1. "Scenario workshop": Elaborate and compare scenarios, identify critical uncertainties



4.2. "Conclusion meeting": Validate forecasts by selecting the final scenario



4.3. Monitoring of critical uncertainties and regular forecasts updates after several months







# “Dynamic patient flow forecasting” is transparent, flexible and powerful



## Our approach

### Transparent

The assumptions and their impact on your product sales are easy to understand. Future sales are clearly split over existing, new and switched patients.

### Flexible

Parameters (treatment duration; compliance; switch rate; generics' launch...) are modifiable and one sees the impact on outcomes immediately.

### Powerful

Simple and complex patient flows can be modeled.

## Your benefits

You get reliable forecast. This helps you setting the right marketing investment and sales targets taking market reality into account.

You gain insight on the patient flow and the drivers influencing your sales (treatment duration; compliance ; switch rate...).

You manage future uncertainties by analyzing multiple scenarios and by refreshing the forecasting with the latest available data.

You save time, as complex patient journey can be easily modeled.

You reach internal alignment on forecasts by discussing clearly defined parameters.





References: These companies already use “Dynamic patient flow forecasting”

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Do you want to get more information?



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- Specialist for market research in the public health sector
- Over 20 years' experience
- All relevant target groups in the public healthcare sector



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- Specialist in sales and marketing projects in the health sector
- Over 20 years' experience
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