

# Forecasting Forum



Events Topics 2018 - 2023

Topic	Date	Event	Chair	Presenter
Inflation-Reduction-Act (IRA) – What is the Commercial Impact?	29/11/2023	Webinar	Erik Holzinger, groupH	Zach Donnell, groupH
Is the halo effect a ghost or real?	27/10/2023	Webinar	Erik Holzinger, groupH	Fritz Meyer, BI
Supply Chain Forecasting: An introduction to a less well-known art	14/07/2023	Webinar	Erik Holzinger, groupH	Richard Murgatroyd / Fritz Meyer
TPP Design in Qualitative and Quantitative Primary Market Research	28/06/2023	2023 EPHMRA Annual Conference	Erik Holzinger, groupH	Okke Engelsma, Oracle
Beyond the buzzword: can behavioural science improve pharma forecasts?	28/06/2023	2023 EPHMRA Annual Conference	Erik Holzinger, groupH	Ivo Moes, Céline Talon, SKIM
Launching products that make a real difference – the critical role of MR insights and BI	27/06/2023	2023 ephmra Annual Conference	Erik Holzinger, groupH	Geoff Birkett
Data Collection, Analysis and Communication Master Class: Part 2	29/03/2023	Webinar	Erik Holzinger, groupH	Okke Engelsma
Data Collection, Analysis and Communication Masterclass: Part 1	03/03/2023	Webinar	Erik Holzinger, groupH	Okke Engelsma
Fuzzy Forecasting & Possibility Theory	11/11/2022	Forecasting Forum Call	Erik Holzinger, groupH	Prof. Paul Goodwin
Early Commercial Forecasting & Strategy 'Children are not small adults'	15/09/2022	Webinar	Erik Holzinger, groupH	Erik Holzinger, groupH Anne Ollivier, Sandoz
The Human Side of Forecasting Avoiding pitfalls facing Business Review Committees with Florent Edouard	13/10/2020	Forecasting Forum Call	Erik Holzinger, groupH	Florent Edouard, Gruenenthal
China Forecasting – Primary Market Research in China, Market Access and Overcoming Other Challenges in Forecasting	23/06/2020	Forecasting Roundtable	Erik Holzinger, groupH, Fritz Meyer, Boehringer Ingelheim	Julia Liu, reimbursement manager, Oracle (J&J Medical China)

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Covid-19: Impact on healthcare spending	15/05/2020	Forecasting Forum SPECIAL	Erik Holzinger, groupH	Tim Gamble and Ana Nicholls from the Economist Intelligence Unit
EIU Tim Gamble and Ana Nicholls	15/05/2020	Forecasting Forum SPECIAL	Erik Holzinger, groupH	Tim Gamble /
Ana Nicholls Impact of Covid-19 on Forecasting Departments and Agencies How to combine Insights from different stakeholders	03/04/2020	Forecasting Forum Call	Erik Holzinger, groupH	
Bottom-up and hand over? Exploring the organisational dimension of Forecasting	06/03/2020	Forecasting Forum Call	Erik Holzinger, groupH	Erik Holzinger, groupH
Market Access and Pricing Impact on Forecasting	07/02/2020	Forecasting Forum Call	Erik Holzinger, groupH	
How to work with, and forecast, small and very small populations	10/01/2020	Forecasting Forum Call	Erik Holzinger, groupH	Erik Holzinger, groupH
How to Present and Communicate to Management	15/11/2019	Forecasting Forum Call	Erik Holzinger, groupH	?
4th Topic: Forecasting Clinic	11/10/2019	1st EphMRA Half-Day Forecasting Forum Meeting	Erik Holzinger, groupH Ben Collins, BI	Topics put forward by Forum Participants on the day
3rd Topic: META Analysis Project, Introduction, Objectives and Process, Break-Out Sessions for Refinement and Next Steps	11/10/2019	1st EphMRA Half-Day Forecasting Forum Meeting	Erik Holzinger, groupH Ben Collins, BI	Prof. Simone Wiese / Erik Holzinger
2nd Topic: Behavioural Science in Primary Market Research + Q&A	11/10/2019	1st EphMRA Half-Day Forecasting Forum Meeting	Erik Holzinger, groupH Ben Collins, BI	Prof. Paul Goodwin, University of Bath
1st Topic: Management Judgement in Forecasting + Q&A	11/10/2019	1st EphMRA Half-Day Forecasting Forum Meeting	Erik Holzinger, groupH Ben Collins, BI	Prof. Paul Goodwin, University of Bath
Physician 'Fatigue' in Primary Market Research	06/09/2019	Forecasting Forum Call	Erik Holzinger, groupH	Elise Kocks, SKIM Ben Collins, BI
The Changing Role of Primary Market Research in Forecasting – Physicians	26/04/2019	Forecasting Forum Call -		Erik Holzinger, groupH Ben Collins, BI
Differential Analysis (Scores & Weights)	01/03/2019	Forecasting Forum Call	Erik Holzinger, groupH	?
Decision Criteria for Early-Stage Opportunities	23/11/2018	Forecasting Forum Kick Off Call	Erik Holzinger,	groupH Ben Collins, BI

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Insights into the application of Behavioural Economics in Forecasting	27/06/2018	Forecasting Roundtable	Erik Holzinger, groupH Ben Collins, BI	Erik Holzinger, groupH Ben Collins, BI
Required granularity and scope in forecasting strategic pipeline and in licensing assets: US + RoW?	27/06/2018	Forecasting Roundtable	Erik Holzinger, groupH Ben Collins, BI	Erik Holzinger, groupH Ben Collins, BI
How to communicate strategic forecasts and illustrate uncertainties to senior management - does Monte Carlo simulation have a role here?	27/06/2018	Forecasting Roundtable	Erik Holzinger, groupH Ben Collins, BI	Erik Holzinger, groupH Ben Collins, BI
Organising the forecasting process across the Pharma organisation – assumption communication and consensus	27/06/2018	Forecasting Roundtable	Erik Holzinger, groupH Ben Collins, BI	Erik Holzinger, groupH Ben Collins, BI