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Concomitancy and polypharmacy are two dynamics in the pharmaceutical markets that lead to modification of the basic forecast algorithm for market flow. The effect of concomitancy is to inflate the number of drug uses for a product compared to the number of patients in the market. Consider a market with 100 patients.

Forecasting for the Pharmaceutical Industry: Models for ...

Inpharmation has two decades experience delivering solutions to the specific demand forecasting challenges of the pharmaceutical industry. To deliver maximum forecast insights, Inpharmation champions " Evidence-based forecasting ". This is an approach to forecasting that involves building forecasts based on: Facts rather than opinions.

Pharma Forecasting - Inpharmation

The client: Pharmaceutical industry player Area of engagement: Demand forecasting Typically, the pharmaceutical industry comprises businesses involved in the research, development, manufacturing, and distribution of drugs.

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Pharmaceutical market revenue forecast 2012-2022 | Statista

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Specialty Pharmaceutical 2020 Market – Global Industry ...

Pharmaceutical Forecasting and Planning The cost of bringing new pharmaceutical products to market can be astronomical. Pharma companies sometimes spend billions on R&D and multi-phase testing only to come up empty in late-stage trials.

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