

THE IM ASSOCIATES  
**PATIENT FLOW FORECASTING MODEL**

**THE ESSENTIAL toolbox for product launches in disrupted medical markets**

It allows pharmaceutical companies to facilitate:

- Business development
- Internal price submission
- Brand development
- External price negotiation

**WHY?**

**Patient flow forecasting brings more than financial forecasting. It provides critical strategic insights, answering to the following specific needs:**

- ✓ Understand the strategic importance of the patient journey
- ✓ Support important decisions regarding business development
- ✓ Understand disrupted markets, new markets & new indications
- ✓ Manage uncertainties in the future
- ✓ Efficiently target your resources & promotional investments
- ✓ Measure the number of patients at any moment of time, at any step of the flow

**WHAT?**

**The IM Associates' Patient Flow Forecasting model**

**FLEXIBLE**

Simulate different scenarios. Parameters are modifiable allowing you to immediately simulate the impact on the outcomes.

**RELIABLE**

Reliable forecasts give the possibility to define the right marketing investments and set SMART targets for your sales team. Future uncertainties are managed by analyzing multiple scenarios.

**TRANSPARENT**

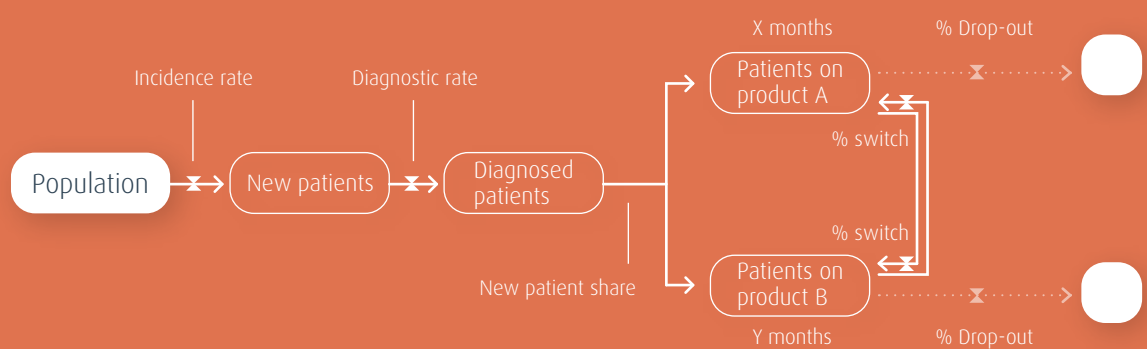
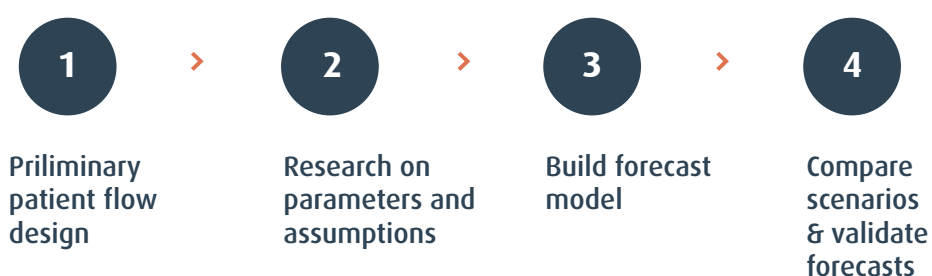
Assumptions and their impact are easy to understand. Gain insights on patient journey and sales dynamics.

**POWERFUL**

Able to model simple or complex patient flows, e.g. oncology, immunology, pulmonary diseases... Capture complex switch movements between established and new brand.

**HOW?**

**The unique IM Associates approach**



**WANT TO FIND OUT MORE?**

**+32 16 22 47 43**

**info@im-associates.eu**

IM Associates is a healthcare expert with multiple competences. As a leading international solutions provider within the healthcare industry, we design services specifically tailored to your needs and targeted at bringing commercial excellence. Our consultants are all specialists in their particular field, with off-the-shelf pharma experience and a BI or IT background. We combine strong analytical skills with unseen flexibility, short time to action, a high level of involvement and project ownership. We constantly aim at result driven project implementations in close partnership with our clients. Glad to be at your service!

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