

# Access 10-Year Sales Value and Volume Forecasts

*IQVIA Forecast Link gives you a deep understanding of current and future market dynamics for 10,000 drugs in 600 diseases across 75 countries*

## Make confident decisions and plan for your product's success based on a comprehensive view of the pharma landscape

Forecasting is a vital element of a product's strategy. However, collecting data from numerous sources takes up time you could spend better elsewhere. Plus, as information can quickly become outdated, you're left with concerns that the insights you're using to make important decisions may no longer be relevant.

With IQVIA Forecast Link, you can gain quick and easy access to forecasts that cover the entire pharma market, all in one place. Forecast Link is part of IQVIA's online business intelligence platform — IQVIA Analytics Link. It presents you with MIDAS historical sales connected to 10-year sales value and volume forecasts for 10,000 drugs across 600 diseases and 75 countries, with a transparent methodology and clearly set out assumptions.

### **IQVIA FORECAST LINK: A POWERFUL BUSINESS INTELLIGENCE SOLUTION DELIVERING PRECISE AND DETAILED MARKET FORECASTS**



Forecast Link is updated quarterly with each MIDAS release, so you can be confident the data is accurate and up to date, allowing you to make the most relevant decisions.

## All your important insights, in one place

What's unique about Forecast Link, is that it projects at scale across the whole of the pharma market. In one single database, you can access forecasts of every drug, disease and country you need insight into. It breaks down the market by product and country and each is forecast independently, systematically applying a standardized approach.

Your insights are generated from a 10-year baseline volume and implied price forecasts, built on top of five years historical MIDAS sales data. Launch and loss of protection events, sourced from IQVIA's Pipeline and Protection Links, are applied. Together with implied price forecasts, they produce sales value forecasts product-by-product. With these forecasts across 10,000 drugs by 75 countries and 600 diseases in one place, you can segment and compare to get the key information you need.



## Understand the impact of launch and LoP events

Forecast Link can also be used to help you prepare for any mitigating factors, challenges and hurdles, and to simply give you sight of possible occurrences that could affect the launch of your product and beyond.

### LAUNCH EVENT INSIGHTS INCLUDE:

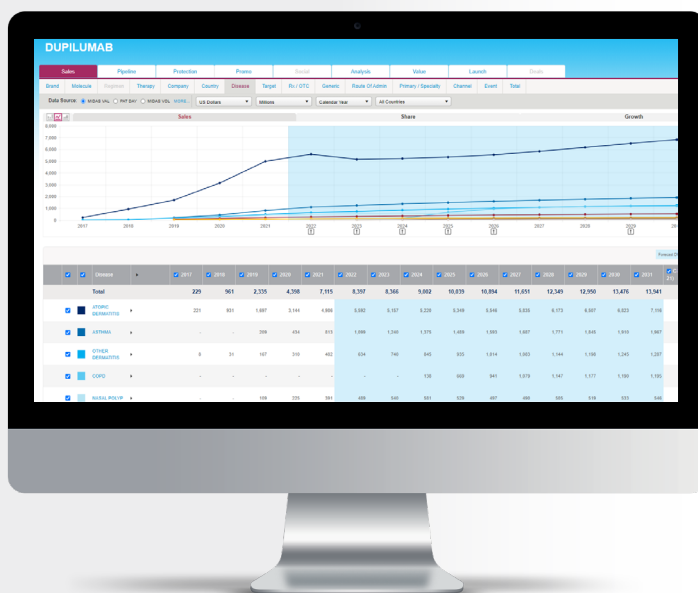
- Phase 3 pipeline lists
- Peak sales data
- Price analogue
- Average daily dose factor
- Competitive targets

### LOSS OF PROTECTION EVENT INSIGHTS INCLUDE:

- Country-by-country LoP dates
- Volume generic erosion curves
- Original brand, generic/biosimilar price erosion curves

### HOW CAN I SEE UP-TO-DATE FORECASTS FOR ALL THE INDICATIONS MY BRAND IS USED IN?

Forecast Link allows you to see how multiple indication-specific sales are impacted by numerous future launches, and compare their pipeline and growth.



## Answer a broad range of questions about the future of your market



*What will be the sales size of disease X in 5 years?*



*What will be the patient days size for disease X in 5 years?*



*What is the sales split of drug X by disease in 5 years?*



*What are the sales of drug X in country Y in 5 years?*



*What % share will drug X lose to biosimilars from next year onwards?*



*What % share will drug X lose to drug Y when it launches next year?*

## Quick and reliable future forecasting

IQVIA Forecast Link puts the most relevant and reliable strategic decision-making insights in one place to help you better plan and predict the path of your product. With leading data at your disposal, you can be confident in your view of the future of the pharmaceutical market for your indications.

*Email [AnalyticsLinkSales@IQVIA.com](mailto:AnalyticsLinkSales@IQVIA.com) today to see how IQVIA Forecast Link could benefit you.*

