

# Pharmaceutical forecasting

**TNS FYI is one of the leading new product volume forecasting service providers in North America.**

TNS FYI has a rich history of forecasting healthcare/prescription sales for in-line products, new products, medical devices, and the incremental sales & ROI attributable to direct-to-consumer advertising campaigns. Additionally, we have particularly unique services to measure sales response of promotional and marketing efforts in isolation or for a product's entire marketing mix. Our normative database contains hundreds of pharmaceutical observations (both consumer and physician), which permits comparisons to norms along with each analysis.

Our executive staff includes some of North America's most experienced forecasters. Our expertise drives accurate results that lead to profitable business decisions. We work flexibly with data from both sufferers and healthcare professionals, and with measurements collected online or via traditional methods, as appropriate.

Our forecasts maximize the potential for your new product or service, or the relaunch of an existing offering by providing the opportunity to refine your marketing plans and scaling marketing support to fit the size of your business opportunity.



### New Products

- **ForeSight New Product™** —Predicts sales for a new product prior to or during its launch, globally, for the first few years of its life. Preference share is seamlessly translated into market share by our ForeSeer™ service and desktop simulator.
- **ForeSight DTC™** —Forecasts incremental sales – and the ROI – attributable to direct-to-consumer advertising, for products that will rely on DTC campaigns as part of their launch.

**About TNS FYI** TNS FYI is part of TNS, one of the world's leading market information groups, providing market measurement, analysis and insight through its operating companies in 70 countries. Working with national and multi-national organizations, we help our clients develop effective business strategies and enhance relationships with their customers.

In Canada, TNS FYI provides volumetric forecasting services. Our mission is to become our clients' sixth sense of business™ by giving them a deeper understanding of their customers' behavior, better anticipation of their actions and greater insight into what they really want.

#### **In-line products**

- **InSight Trends™**—Quantifies and uncovers sales strengths, weaknesses, opportunities, and threats based on the underlying sales trends of key physician segments (e.g., deciles, specialties, segmentation groups).
- **ForeSight Events™**—Accounts for the impacts of new clinical data, new entries, new forms, new indications, new generic and OTC competition, etc. on the sales of your current Rx product.
- **InSight Promo™**—Isolates the sales response (and ROI) to any one marketing, targeting, or promotional effort, and provides the best way to accurately read a test market.
- **InSight Mix™**—Measures the sales response (and ROI) to all marketing, targeting and promotional efforts, including detailing, sampling, DTC campaigns, and symposia; analyzes “what-if” scenarios and optimizes the support mix.

#### **Database Solutions**

TNS FYI maintains a database with dozens of therapeutic categories and hundreds of observations for primary consumer and physician research metrics along with ROI's by marketing type (details, samples, symposia, DTC). Each forecast and analysis is benchmarked against our database for comparative analysis.

#### **For more information contact your account representative or**

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