

Pharmaceutical Product Branding Strategies: Simulating Patient Flow and Portfolio Dynamics

By Mark Paich, Corey Peck, Jason Valant


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This updated *Second Edition* details how marketers, forecasters, and brand planners can achieve optimal success by building internally consistent simulation models to project future behavior of patients, physicians, and R&D processes. By introducing the reader to the complexities facing many pharmaceutical firms, specifically issues around cross-functional coordination and knowledge integration, this guide provides a framework for dynamic modeling of interest to several pharmaceutical markets, including epidemiology, market definitions, compliance/persistency, and revenue generation in the context of patient flows or movements.

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Editorial Review

Review

...The discussion and concepts of dynamic modeling presented in the text are interesting, but not nearly so interesting as the way the authors have broken the market into very real pieces to inform and populate their models. Practicing pharmaceutical marketers would be well served to read this book for that information alone.

-Journal of Pharmaceutical Marketing and Management

...an excellent introduction to the dynamic modeling approach to pharmaceutical brand planning...great tool for the arsenal. I would recommend this book to anyone working in a marketing in the pharmaceutical industry.

Doody's, 2005

About the Author

MARK PAICH is one of the world's experts on dynamic modeling methodology, both as an experienced analyst and instructor. He obtained his Ph.D. in System Dynamics from the Massachusetts Institute of Technology, Cambridge, Massachusetts, USA. Dr. Paich has published in Management Science, Interfaces, Sloan Management Review, and several book chapters. His work has been also featured in Business Dynamics, Fifth Discipline Field Book, and Surviving Transformation. Dr. Paich is Co-author of Informa Healthcare's first edition of Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning. Throughout his career, he has been CEO of Slaxer-Paich Marketing; Senior Professor of Economics at The Colorado College, Colorado Springs, Colorado, USA; Senior Specialist at McKinsey & Co.; and a principal in dynamic modeling consultancies. He has worked with over fifty Fortune 500 companies.

COREY PECK is Managing Director of Lexidyne, Colorado Springs, Colorado, USA. He is an expert in numerous model-building software packages and has extensive experience in model design, creation, analysis, and dissemination. He was Co-author of Informa Healthcare's first edition of Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning. Peck has worked as an independent contractor for McKinsey & Co., where he developed a variety of models, many of which resulted in direct publication or inclusion in other works. He has developed over 20 dynamic market models for various large US-based pharmaceutical and biotechnology firms in the areas of forecasting, strategy development, and clinical trial design for various compounds in a variety of indications.

JASON VALANT is a recognized industry leader in dynamic modeling and is Co-author of Informa Healthcare's first edition of Pharmaceutical Product Strategy: Using Dynamic Modeling for Effective Brand Planning. He is an expert in numerous model-building software packages and is highly regarded for his model building, data analysis, and project dissemination skills. He has used his expertise with a number of top pharmaceutical and biotech companies and has been instrumental in developing data analysis techniques for examining longitudinal patient dynamics. Valant also specializes in the application of the dynamic modeling approach to issues of economic development and workforce planning; most recently using an agent based modeling approach.

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