

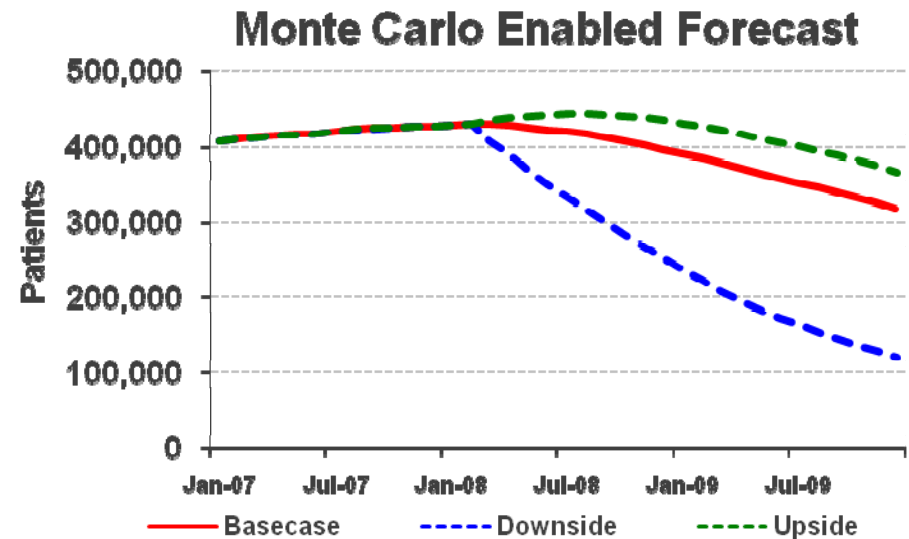
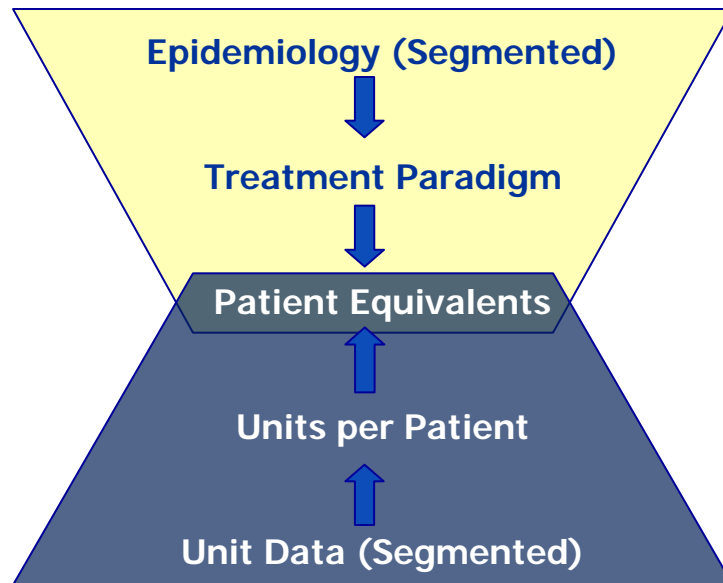
# Case Example: In-line Brand Forecasting

## Situation

- A client was planning for the launch of their portfolio of specialty products, including two near-term launches, and needed a comprehensive market model to track the uptake and forecast the market for the next 10 years.

## Approach

- Trinity designed a forecast around the tenets of the "3T's": trackable, transparent, and tailored to the client's needs. The model included both a patient flow component across lines of therapy as well as a TRx forecast that could be tracked in real-time. The forecast was Monte-Carlo enabled for risk-incorporation and allowed the user to think strategically about sources of business as they planned for their launches.



## Result

- The client was able to use a single model for tracking as well as tactical and strategic forecasting. The model was flexible enough to incorporate new products and has continued to serve the needs of the client for over 3+ years.