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The commercial landscape for biosimilars: Planning in an uncertain environment

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Over the next 10 years \$71 billion in worldwide biopharmaceutical revenue may be affected by the launch of biosimilars products. Several biosimilars launches already have taken place in multiple European countries, and observations from uptake in these markets hold insight for strategic planners, both in Europe and other geographies. In countries such as the US the commercial landscape is complicated by additional uncertainties in regulatory and legal policy. In this talk we will examine the learning from prior launches and apply these insights in a decision analysis framework to aid in planning for future biosimilars introductions. In particular we will address the challenges of forecasting biosimilars uptake and innovator erosion.

Biography

Arthur G Cook is a Principal with ZS Associates in San Francisco, CA. His experience is in strategic planning, forecasting, market research, pricing, and decision analysis. He has worked with pharmaceutical companies across 25 countries in North America, Latin America, Asia, Europe, and Australia and has developed forecasts for products in over 150 different therapeutic areas. His experience prior to joining ZS Associates includes positions at two major pharmaceutical companies. He also has been a featured speaker at numerous pharmaceutical and health care industry conferences and is the author of the 2015 second edition book entitled *Forecasting for the Pharmaceutical Industry*. Currently, he heads the Biosimilars Center of Excellence at ZS Associates. He holds an MBA from the University of California at Berkeley, a PhD in Chemistry from Harvard University, and a BS in Chemistry from Stanford University

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