

FRAME 'N GO WORKSHOPS

DECISION ANALYSIS WORKSHOPS

Are you facing a multitude of project optimization decisions? Attend Decision Frameworks unique decision analysis training to sharpen your project management acumen by learning efficient decision framing and basic uncertainty analysis skills.

Because real learning comes from doing, the Frame 'n Go course is a problem framing and uncertainty analysis workshop that combines a pragmatic mix of theory and application.

Decision Frameworks supplements the teaching of the decision analysis process with practical exercises using typical pharmaceutical decisions. Example case studies include:

- Clinical trial design
- Formulation strategy
- Dosing strategy
- Multi-indication selection
- Speed vs. efficacy



Frame 'n Go features a pragmatic mix of theory and application using day-to-day operational case studies.

Issue List
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Issue Type	Issue
Decision	Should Taxi-3 be pursued (e.g., is the improvement with Taxi-3 worth the effort)?
Decision	What is the optimal formulation launch sequence for a Taxi-3/MNO-355 combo?
Decision	If Taxi-3 is part of the program, the costs need to be carefully examined and managed.
Decision	Key assumption: the higher price of the Taxi-3/MNO-355 combo will off-set the increase in COPS.
Decision	Planned launch (MNO-355 only) is in two years.
Decision	Should a capsule or other formulation be considered for Taxi-3?
Fact	A pharmacoenhancer, TAC-c3 (aka, Taxi-3) significantly boosts efficacy.
Fact	Introducing Taxi-3 is technically not difficult even though a reformulation is required.
Fact	Two pivotal trials will be required to get MNO-355 on the market (MNO-355 only).
Fact	Patent runs out in 9 years.
Uncertainty	The compound will go into Phase III trials in 3 mos.
Uncertainty	Time to reformulate and perform Phase II trials with Taxi-3 is 1.5 years.
Uncertainty	Cost of a pivotal clinical trial is \$150M.
Uncertainty	Total annual sales of the gold standard at peak is expected to be \$1.5B.
Uncertainty	Market share: if MNO-355 is similar to gold standard, it should gain 100% market share.
Uncertainty	If Taxi-3 is introduced AFTER MNO-355 is launched, there's a 75% chance that MNO-355 will dominate the market.
Uncertainty	The team believes that there is a 60% chance that MNO-355 will dominate the market.
Uncertainty	With Taxi-3, the team believes that the profile has a 30% chance of dominating the market.
Uncertainty	If MNO-355 is better than the gold standard, with or without the enhancer, it should dominate the market.
Uncertainty	Cost to reformulate and perform Phase II trials with Taxi-3 is approx. \$150M.
Uncertainty	Peak sales will be reached in 2 years.
Value/Objective	The goal is to maximize Net Present Value (NPV) and net sales.

Decision Hierarchy
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Values/Objectives
The goal is to maximize Net Present Value (NPV) and net sales.

Made Decisions/Givens
If Taxi-3 is part of the program, the costs need to be carefully examined and managed.
Key assumption: the higher price of the Taxi-3/MNO-355 combo will off-set the increase in COPS.
Planned launch (MNO-355 only) is in two years.

Focus Decisions
Should Taxi-3 be pursued (e.g., is the improvement with Taxi-3 worth the effort)?
What is the optimal formulation launch sequence for a Taxi-3/MNO-355 combo?

Tactical Decisions
Should a capsule or other formulation be considered for Taxi-3?

Strategy Table
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Strategy	1st Formulation	2nd Formulation	Objective
Keep It Simple	MNO-355	none	Launch the core product
Enhanced Product	Combo (w/ Tac-c3)	none	Dominate market from the start.
No Lost Sales	MNO-355	Combo after MNO-355 Launch	Get to market quickly then dominate with improved product.

Keep it Simple Strategy

- MNO-355 Only
- MNO-355 Only Comparison to Gold Standard
- MNO-355 Only % Market Share
- Gold Standard Sales Revenue Annually (if 100% Market Share)
- MNO-355 Only Years on Market

Enhanced Product Strategy

- Combo
- Combo Comparison to Gold Standard
- Combo % Market Share
- Gold Standard Sales Revenue Annually (if 100% Market Share)
- Combo Years on Market

No Lost Sales Strategy

- MNO-355 1st
- MNO-355 Only Comparison to Gold Standard
- MNO-355 Only % Market Share
- Gold Standard Sales Revenue Annually (if 100% Market Share)
- MNO-355 Only Years on Market

Learn to follow a structured problem framing process

Prescription for a Lifetime

At Decision Frameworks, we strongly believe that in order for decision skills to be improved, they must be practiced on a regular basis. Frequent and pragmatic use of decision analysis will improve day-to-day decisions and allow the process to take root and grow within your organization.

Frame n' Go Development Package

The complete training package combines standard lectures and manuals, with example case studies and state of the art problem framing and uncertainty analysis software. The package helps attendees to make the transformation from being aware of decision analysis to becoming basic practitioners.

Course Outline

The three-day course follows Decision Frameworks proven methodology of dividing instruction equally between framing, analysis and communication. The course curriculum includes coaching and practice in:

- Framing decision problems to agree the appropriate focus and alternatives solutions to consider,
- Assessing key project risks and uncertainties to understand the range of potential project outcomes,
- Gaining insight from uncertainty analysis to develop new, hybrid solutions to consider, and
- Communicating the problem set-up and analysis to ensure clarity and informed decision making with all of the stakeholders.

Day 1 – This session introduces the decision analysis process and teaches the fundamentals of problem framing and uncertainty analysis. Attendees work at least one complete case study in small breakout groups.

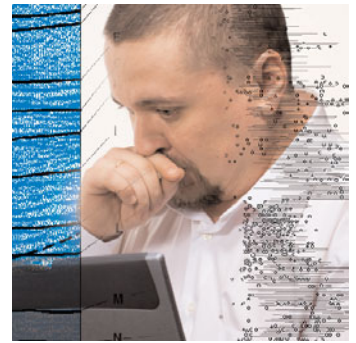
Day 2 – Learn about the natural biases that exist in uncertainty estimations and how to counter-act those biases through expert interviewing techniques and sensitivity analysis. Attendees work a second complete case study, start to finish.

Day 3 – The focus on the last day is to mine the results of any uncertainty analysis for insight to develop hybrid strategies, and to communicate the problem frame and analysis results to stake holders. Attendees hone their problem framing skills by framing their real decision problems and discussing their approach to any needed analysis. Time permitting, a third case study will be completed.

Contact Information

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Provide a lifetime prescriptive approach to help the process develop roots and grow.

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