



Project & Portfolio Value Creation



Course Leader

**Dr. Richard Bayney**

President & Founder of Project  
& Portfolio Value Creation

# DECISION ANALYSIS & PORTFOLIO MANAGEMENT

**CERTIFIED MASTERCLASS**

OCTOBER 14-15, 2024

BOSTON, MA, USA

# MASTERCLASS HIGHLIGHTS

## Overview

Learn how to quantify and manage risk at project, program, and portfolio levels. Assess the extent to which multiple indications and/or lines of therapy affect program risk and valuation. Quantify the likelihood that your R&D pipeline portfolio and commercial portfolio will meet annual corporate targets.

## Key Topics

- Quantification of project risk using risk decomposition and Decision Trees
- Quantification of program risk using correlated project risks and Decision Trees
- Quantification of portfolio risk using simulation
- Generation of strategic alternatives for Clinical Development, Registration, and Commercialization
- Selecting dominant strategies based on eNPV
- Accounting for commercial uncertainty in the product portfolio using simulation
- Accounting for risk and commercial uncertainty in the pipeline portfolio
- Quantifying the likelihood of meeting corporate growth targets (Long Range Plan)

## Meet the Masterclass Leader

Dr. Richard Bayney is President of [Project & Portfolio Value Creation \(PPVC\)](#), a consulting boutique that he founded in 2008 which provides training and education in Project, Program, Portfolio, Resource, and Risk Management as well as Business, Strategic, Portfolio, and Scenario Planning services. He is an adjunct faculty member at the University of Pennsylvania.

Dr. Bayney is a 23-year veteran of the Pharmaceutical & Biotechnology industry at Merck & Co., Bayer Corp. and AG, Bristol-Myers Squibb, and Johnson & Johnson Pharmaceutical Research & Development. In his previous position at Johnson & Johnson, Richard was Vice President, Portfolio Management & Decision Analysis. Dr. Bayney obtained his M.Sc. and Ph.D. from the University of London, MBA from Columbia University, and PMP from the Project Management Institute.

## Features

- Real-time, instructor-led masterclass
- Live discussions
- Networking with participants
- Case studies & activities
- Individual consultancy with the trainer
- Colored hardcopy of training materials in a binder
- Electronic copy of trainer's textbook
- Certificate of completion issued by the trainer

## Masterclass Audience

This masterclass is particularly interesting for industry professionals across involved in:

- Professionals involved in:
- Project, Program, Portfolio Management
- Research
- Clinical Development
- Resource Management
- Forecasting & Competitive Intelligence
- Finance
- Licensing & Business Development
- Commercialization



# AGENDA

## MODULE 1

DAY 1 - OCTOBER 14, 2024

8:00

### 1. Introduction

Agenda, background, goals; review of Risk Analysis survey

9:00

### 2. Project Risk Analysis In Clinical Development

Risk decomposition – the key to quantifying uncontrollable risks and time-dependent controllable risks

**Case Study I:** Simulation analysis of pipeline throughput

Software Demo: Frontline Solver

10:00

### COFFEE & TEA BREAK

10:20

**Case Study II:** Tracking concordance between predicted success rates using risk decomposition and actual success rates

12:00

### LUNCH BREAK

13:00

### 3. Project Risk Analysis In Discovery & Pre-Clinical Development

14:00

### 4. Application of Project Risk Analysis to Decision Analysis and Decision Trees

Facilitating decision-making between strategic alternatives on the basis of risk-adjusted value (eNPV)

**Case Study III:** Framing strategic alternatives for development, registration, and commercialization with Strategy Tables

Software: Palisade's Precision Tree

15:00

### COFFEE & TEA BREAK

15:20

**Case Study IV:** Selecting the dominant project strategy for development, registration, and commercialization with Decision Trees

**Case Study V:** Conducting sensitivity analysis to risks with Decision Trees

Software: Frontline Solver

17:00

### DAY 1 CLOSING REMARKS



# AGENDA

## MODULE 2

DAY 2 - OCTOBER 15, 2024

8:00

### 5. Program Risk Analysis

Structuring multi-project programs to account for non-correlated and correlated risks

9:00

### 6. Application of Program Risk Analysis to Decision Trees

Accounting for technical and commercial dependencies between projects

10:00

### COFFEE & TEA BREAK

10:20

**Case Study VI:** Accounting for correlated risks between indications and lines of therapy in a program and selecting the dominant strategy with and without commercial uncertainty

**Software:** Frontline Solver

12:00

### LUNCH BREAK

13:00

### 7. Portfolio risk analysis

Defining, assessing, and displaying portfolio risk

14:00

### 8. Application of Simulation to Portfolios of Commercial Products

Using simulation to incorporate uncertainty into the commercial portfolio of products

**Case Study VII:** Assessing the likelihood of meeting annual top line growth targets in the Long Range Commercial Plan (LRCP) with commercial uncertainty

**Software:** Frontline Solver

15:00

### COFFEE & TEA BREAK

15:20

### 9. Application of Simulation to Portfolios of R&D Projects

**Case Study VIII:** Assessing the likelihood of meeting annual top line growth targets in the Long Range R&D Plan (LRRDP) with risk and with/without commercial uncertainty

**Software:** Palisade's @Risk

16:45

### 10. Wrap up

Final Q&A

17:00

### DAY 2 CLOSING REMARKS

#### 2 DAY CONFERENCE

Grants access to the 23rd American Pharma and Biotech PPM Conference  
Boston, October 16-17, 2024.

**\$2099**



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#### 3 DAY CONFERENCE

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#### MASTERCLASS

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