

# Viscadia Presenting at PMRC USA 2025, Feb 5-6, Newark, NJ

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WASHINGTON, DC, VA, UNITED STATES, January 20, 2025 /EINPresswire.com/ -- Viscadia, a premier global forecasting firm renowned for empowering life sciences companies with clarity and confidence through forecasting, proudly announces its participation in the Pharma Market Research Conference (PMRC) taking place February 5-6 in Newark, New Jersey. Viscadia is a Lead Sponsor of the conference.

On February 5, Viscadia will host a presentation from Doug Willson, Ph.D. entitled, "New Tools for Modeling Timing and Order of Entry Effects" scheduled for 3:40 pm EST. Dr. Willson is a Principal with Viscadia and has 30 years of experience in forecasting and analytics for the life sciences industry. Commenting on this presentation, Dr. Willson remarked, "Survey-based demand studies for pipeline products rarely provide good estimates of timing and order-of-entry effects. During this presentation, we will share new tools for modeling timing and order-of-entry that combine models based on secondary data with new metrics from survey-based demand research."

Viscadia will also host a booth on the exhibit floor. Satish Kauta, Founder & CEO of Viscadia, commented, "We are delighted to have a strong presence at the conference. We look forward to welcoming colleagues to our booth to discuss how demand studies can inform forecast assumptions and drive better decision making."

## About Viscadia

Viscadia is a premier global forecasting firm that empowers the life sciences industry with clarity and confidence through forecasting. With a team of forecasting specialists and a commitment to excellence, we leverage our expertise to design and build custom models, execute market research to frame the business case and ask the right questions, and optimize decision-making through ongoing comprehensive cycle support. To learn more, visit [www.viscadia.com](http://www.viscadia.com).

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