



Press Release: Triangle Insights Group to Present Results of Forecast Accuracy Study During 2016 BIO Convention

Research Triangle Park, NC: June 1, 2016

In Depth Review of Pharmaceutical Industry Forecast Accuracy Released

On Monday, June 6, Triangle Insights Group will present highlights of the firm's recent study of revenue forecast accuracy in the pharmaceutical industry.

Triangle Insights Group has conducted an extensive review of product forecast accuracy by comparing actual results to consensus analyst estimates. The analysis focuses on how well analysts projected the year three US sales for a product at a time one year in advance of launch.

The track record for product revenue forecasting is remarkably poor. The research shows that analysts routinely overestimate peak sales by a factor of three, while other products surpass expectations by achieving surprisingly strong sales. The implications of this inaccuracy are profound and lead to substantial investment dislocations.

In the presentation at the BIO Convention, leaders from Triangle Insights will discuss market factors that have driven many of the largest forecast errors of the past five years. They will posit categories of market conditions driving characteristic errors in forecasting. Examples of these categories include "Innovation Battlefields," "False Peaks," "Payer Power," and "Clash of Titans."

"Our study highlights the importance of anticipating both the competitive environment and the changing role of decision makers when developing forecasts," said Ben Bonifant, a partner at Triangle Insights. "It also reveals the importance of recognizing patterns of competition that emerge in the pharmaceutical and biotech industry."

The presentation will be conducted at the BIO Industry Convention on June 6th at 4:00 PM. The results of Triangle Insights Group's study will also be included in the Business Development Fundamentals and Advanced Business Development executive education programs.

For more information about Triangle Insights Group, visit www.triangleinsights.com or call (919) 813-6079.



About Triangle Insights Group

Headquartered in Research Triangle Park, Triangle Insights Group, LLC is a strategy consulting firm providing guidance on the most critical business issues to leaders in life sciences organizations. The firm's approach combines deep knowledge of the industry across therapeutic areas and functional groups, with a dedication to creativity and disciplined critical thinking. Recommendations from Triangle Insights Group are original, relevant to the industry environment, and supported by rigorous analytics. Clients of Triangle Insights Group include large pharmaceutical companies, emerging biotechnology firms, diagnostics manufacturers, medical device companies, and private equity investors.