

Founded in 1992, Health Advances is a leading healthcare strategy firm advising clients in the biopharma, diagnostic, device, and healthcare services sectors, as well as investors and non-profit organizations. Healthcare executives rely on our professionals to help them make confident decisions involving the greatest challenges in the commercialization of medical technologies and services throughout the world.

### Core Competencies

- ▲ New Product Commercialization
- ▲ Product Forecasting
- ▲ Lifecycle Management Strategy
- ▲ Clinical Development Planning
- ▲ Portfolio Prioritization and Planning
- ▲ Franchise Strategy
- ▲ Corporate Strategy
- ▲ Pricing and Reimbursement
- ▲ Pharmacoeconomics
- ▲ Licensing and Acquisition Identification
- ▲ Valuation and Due Diligence

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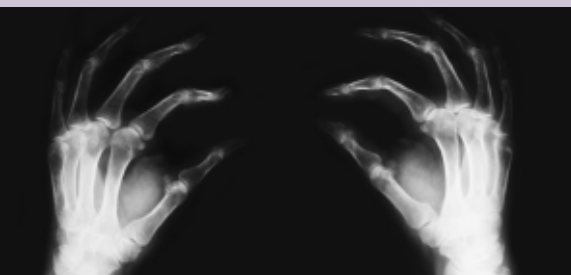
# HEALTH ADVANCES

Unlocking Growth  
Opportunities in  
Autoimmune  
Diseases

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**Experience. It's What Sets Us Apart.**

Operating at the intersection of science, technology, and business strategy, Health Advances provides clients with innovative solutions based on deep industry insight, analytical rigor, and an objective perspective. Example projects include:



**Rheumatoid Arthritis**

- ▲ Clinical development planning for a novel small molecule therapy
- ▲ Conjoint analysis with rheumatologists to determine positioning and revenue potential of a new oral therapy
- ▲ Evaluation of the impact of biosimilars on an RA franchise
- ▲ Incorporation of predictive diagnostics as a lifecycle management tool
- ▲ Due diligence of a novel lymphocyte proliferation antagonist
- ▲ Competitive analysis to evaluate a potential lead indication for a transdermal product reformulation
- ▲ Market opportunity and forecast model for a manufacturer to navigate the biosimilar landscape

**Multiple Sclerosis**

- ▲ Identification and prioritization of strategic initiatives for global neuro-immunology franchise
- ▲ Market assessment of RNAi-based technology for immune indications
- ▲ Elucidation of neurologist and patient unmet needs through clinic visits and on-site interviews
- ▲ Development costs and revenue projections for prognostic and predictive biomarkers
- ▲ US and EU commercialization strategy for biosimilar interferon
- ▲ Launch plan and post-marketing trial design
- ▲ Portfolio prioritization for an MRI imaging company

**Psoriasis**

- ▲ Market evaluation and development path for a compound with a novel mechanism of action
- ▲ Strategic commercialization plan to drive partnership discussions
- ▲ Label expansion opportunities for an approved biologic
- ▲ Operational issues analysis of drug delivery methods in US and EU physicians' offices
- ▲ Portfolio prioritization to optimize a development-stage company's proprietary technology
- ▲ Lifecycle management strategy taking into account the development of biomarkers to predict patient response
- ▲ Competitive landscape analysis to guide development of a novel antibody technology

**IBD, Lupus and Others**

- ▲ Evaluation of IBD as an expansion opportunity for a multinational company's autoimmune franchise
- ▲ Development of a dynamic mixed prevalence/incidence global forecasting model for Crohn's disease
- ▲ International market opportunity for a novel biologic treatment for SLE and Sjogren's syndrome
- ▲ Forecast model for stem cell technology in autoimmune indications
- ▲ Lead indication evaluation for locally delivered glycoconjugates
- ▲ Evaluation and forecast of the market for systemic lupus erythematosus and lupus nephritis
- ▲ Clinical development planning for a novel UC biologic therapy