

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

- ▲ Business and Product Strategy
- ▲ Clinical Trial Strategies
- ▲ Forecasting
- ▲ Health Economic Analysis
- ▲ Market Assessment
- ▲ Portfolio Planning
- ▲ Pricing and Reimbursement
- ▲ Product Launch Planning
- ▲ Product Positioning
- ▲ Sales and Marketing Strategy
- ▲ Transaction Due Diligence
- ▲ Business/Corporate Development

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HEALTH ADVANCES

**Strategic Advisors
for Bio-Pharma
Business Development:
Licensing and
Acquisitions**

www.healthadvances.com

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. We are strategists, not brokers, enabling senior management and BD teams to be more successful in an intensely competitive in-licensing and acquisition environment. Example projects include:

**Due Diligence and Bid Support**

- ▲ Facilitated the in-licensing of two schizophrenia assets by a multinational pharmaceutical company, including diligence evaluation and preparation of a bid outlining the attractiveness of our client as a partner
- ▲ Provided rapid turnaround analytical and strategic support in an auction situation to conduct diligence and prepare a bid for a portfolio of assets being spun out of a larger biotech company
- ▲ Advised an early-stage biotech client on their out-licensing strategy, and continued to provide support as they negotiated with partners
- ▲ Supported a biotech client completing a major deal in the oncology field, including considerations of deal timing, potential targets, and how to package the assets

Valuation and Forecasting

- ▲ Developed a risk-adjusted NPV model incorporating multiple scenarios and variables such as technical risk to help determine the attractiveness of a potential acquisition for a mid-size biotechnology company
- ▲ Determined the market and revenue potential of a new oncology drug for a development stage biotechnology company and developed a six-country revenue forecast
- ▲ Advised a preclinical startup company evaluating potential transactions using analog deals and risk-adjusted NPV analysis
- ▲ Evaluated the present value of a nonprofit's interest in a unique GI asset under FDA review in anticipation of a buy-out offer from a large pharmaceutical company

External Asset Screening

- ▲ Evaluated hundreds of solid tumor, hematologic, and supportive care assets, providing a prioritized list of targets for an oncology BD team to pursue
- ▲ Investigated and scored a comprehensive list of specialist-treated diseases, yielding six target-rich high priority areas to fit a large specialty company's strategy
- ▲ Assessed multiple therapeutic areas to identify five priority indications that could take advantage of a development stage biotechnology company's novel platform technology
- ▲ Compiled and prioritized an extensive list of oral and parenteral drugs for a private company developing a novel subcutaneous drug delivery platform

Franchise Expansion Strategy

- ▲ Conducted an extensive review of the CNS space to identify six core focus areas for a pharmaceutical client's CNS franchise strategy
- ▲ Analyzed a novel therapeutic oncology vaccine platform for acquisition by a large pharmaceutical company to determine its potential for growing their existing oncology franchise
- ▲ Worked with senior management of a large specialty pharmaceutical company to develop a BD-driven strategy focused on indications with high patient involvement
- ▲ Analyzed and synthesized current best practices for a large pharmaceutical company evaluating an orphan drug strategy