

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
CNS Diseases

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. Example projects include:



Neurodegenerative Diseases

- ▲ Licensing strategy for a company entering Alzheimer's and Parkinson's markets
- ▲ Valuation models for multiple novel product concepts in Parkinson's disease
- ▲ Market assessment across neurodegenerative diseases to guide market entry
- ▲ Clinical trial strategy for Alzheimer's imaging agent
- ▲ Commercialization strategy and launch plan for respiratory support device in ALS
- ▲ Development of a road map to expand a disease foundation's relationship with commercial partners
- ▲ Strategy for advancing multi-disciplinary Parkinson's care at a network of medical centers

Pain and Migraine

- ▲ Clinical, scientific, and competitive analysis of ion channel modulators for use in chronic pain
- ▲ Development and co-positioning strategy for neuropathic pain franchise
- ▲ Clinical development and market adoption strategy for a new pain product
- ▲ Acquisition diligence of anti-abuse formulation for a novel opioid
- ▲ Commercial assessment of a controlled opioid delivery platform
- ▲ Strategic planning for a pain management device franchise
- ▲ Commercialization strategy for inhaled acute migraine therapy

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 for a new injectable therapy
- ▲ Portfolio prioritization for an MRI imaging company

Psychiatric Illnesses

- ▲ Impact of efficacy and side effects on revenue projections for generalized anxiety disorder drug
- ▲ Transaction diligence for the acquisition of an antidepressant franchise
- ▲ Revenue implications of increasing price in a highly competitive therapy class
- ▲ Strategy to increase CNS exposure through licensing and/or acquisition
- ▲ Forecast model utilizing detailed treatment algorithms in depression and related conditions
- ▲ Prioritization of indications for a novel, sustained-release drug formulation
- ▲ Evaluation of trends in sales and marketing costs