

Founded in 1992, Health Advances is a leading healthcare strategy firm advising clients in the therapeutic, diagnostic, device, and life sciences 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 worldwide commercialization of medical technologies and services.

Core Competencies

- ▲ Business and Product Strategy
- ▲ Domestic and Global Market Assessment
- ▲ Product Positioning and Launch Planning
- ▲ Health Economic Analysis
- ▲ Pricing and Reimbursement
- ▲ Sales and Marketing Strategy
- ▲ Portfolio Planning
- ▲ Transaction Due Diligence

Contact:
Kristin Ciriello Pothier
Partner
kcpothier@healthadvances.com

Donna Hochberg, Ph.D.
Manager
dhochberg@healthadvances.com

HEALTH ADVANCES

Weston, MA
1.781.647.3435

San Francisco, CA
1.415.834.0800

www.healthadvances.com

HEALTH ADVANCES

Pioneers in
Diagnostics
Commercialization
Strategy

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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 in diagnostics include:



Translational Technologies

- ▲ Strategic planning for digital pathology entry into the clinical market
- ▲ Roadmap and market sizing for mass spec in the clinical market
- ▲ Prioritization of clinical metabolic profiling applications for an NMR company
- ▲ Market assessment for a fully-automated, high-sensitivity protein detection platform
- ▲ Application roadmap for novel nanotechnology platform in life sciences and in vitro diagnostics
- ▲ Market assessment and strategy for next generation sequencing in the clinical markets
- ▲ Market opportunity and strategic planning for biomarker discovery services

Laboratory and POC IVD

- ▲ Global diagnostic strategy for a major IVD company
- ▲ Market assessment and strategy for the launch of an automated, high-throughput molecular diagnostics platform
- ▲ Applications roadmap for a novel POC rapids platform
- ▲ Transaction diligence on an allergy and immunology testing company
- ▲ Publication for BIO Ventures for Global Health on POC innovations for the developing world
- ▲ Test menu prioritization for an automated, core lab multiplex immunoassay platform
- ▲ Strategy and implementation plan for a voice of the customer program for a large IVD company
- ▲ Global market strategy for an over-the-counter infectious disease diagnostic

Personalized Medicine

- ▲ Investment fund strategy in personalized medicine for a large pharmaceutical company
- ▲ Diligence on a personalized medicine company with a reference lab and therapeutic offerings
- ▲ Integration of companion diagnostics with a biotech company's drug portfolio
- ▲ Study for Biotechnology Industry Organization (BIO) on diagnostic reimbursement reform to support personalized medicine adoption
- ▲ Transaction diligence for an oncology biomarker company
- ▲ Global strategy for an HIV companion diagnostic
- ▲ Commercialization strategy for a novel personalized medicine POC diagnostic for a biopharmaceutical company

In Vivo Imaging

- ▲ Systematic review of global contrast agent markets in MRI, CT, Ultrasound, PET and SPECT
- ▲ Clinical trial strategy for an Alzheimer's imaging diagnostic
- ▲ Portfolio prioritization for an MRI contrast agent imaging company
- ▲ Pricing for novel robotic technology for CT image-guided biopsies
- ▲ Sales and marketing strategy for a novel MRI contrast agent
- ▲ Hospital launch for a novel cardiac imaging agent
- ▲ Market opportunity for a DVT imaging technology
- ▲ Indication screening for an MRI imaging company
- ▲ Pricing and reimbursement strategy for a novel interventional neurology device for stroke