

Founded in 1992, Health Advances is a leading healthcare strategy firm servicing clients in the diagnostic, device, therapeutic and biotech sectors. Healthcare executives rely on our professionals to help them make confident decisions involving the greatest challenges in the commercialization of medical technologies.

### Core Competencies

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

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### HEALTH ADVANCES

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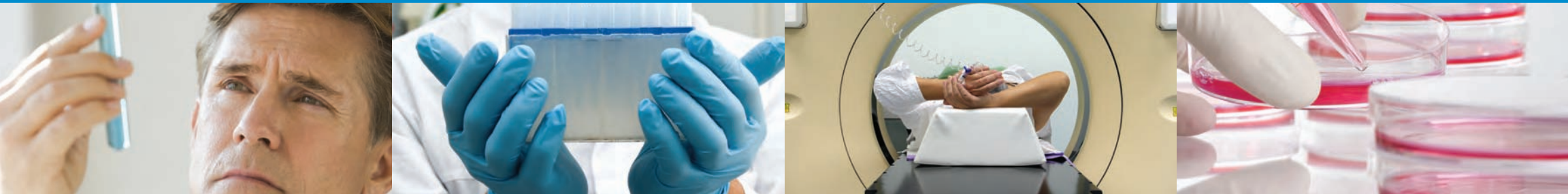
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# HEALTH ADVANCES

**Pioneers in  
Diagnostics  
Commercialization  
Strategy**

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

Health Advances works with diagnostics clients ranging from start-ups focused on one new biomarker to multinationals managing broad product lines around the world. Example projects include:



**Laboratory IVD**

- ▲ Global diagnostic strategy for major IVD company
- ▲ POC strategy for the developing world
- ▲ Tactics to influence C-suite decision-making
- ▲ Global strategy for molecular diagnostics
- ▲ Application roadmap for novel rapids platform
- ▲ Transaction diligence in anatomical pathology

**Biomarkers**

- ▲ Global strategy for HIV companion diagnostic
- ▲ Commercialization strategy for latent tuberculosis diagnostic
- ▲ Health economics and pricing for novel prenatal diagnostic
- ▲ Integration of companion diagnostics with biotech company's drug portfolio
- ▲ Marketing strategy for novel colorectal cancer diagnostic
- ▲ Transaction diligence for oncology biomarker company

**Imaging**

- ▲ Hospital launch strategy for novel cardiac imaging agent
- ▲ Strategic plan for ultrasound-based breast cancer diagnostic
- ▲ Pricing for novel robotic technology for CT image-guided biopsies
- ▲ New market opportunities for retinal imaging technology
- ▲ Clinical trial strategy for Alzheimer's imaging diagnostic
- ▲ Portfolio prioritization for MRI imaging company

**Translational Technologies**

- ▲ Application roadmap for novel nanoplatform in life sciences
- ▲ Market assessment for stem cell therapy processing tool
- ▲ Consumables strategy for microarray company
- ▲ Market assessment and strategy for a tissue biobank
- ▲ Market assessment for PAT in biomanufacturing
- ▲ Acquisition identification for a diagnostics contract manufacturer