

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
- ▲ Forecasting
- ▲ Health Economic Analysis
- ▲ Market Assessment
- ▲ Portfolio Planning
- ▲ Product Launch Planning
- ▲ Product Positioning
- ▲ Sales and Marketing Strategy
- ▲ Transaction Due Diligence
- ▲ R&D Prioritization

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HEALTH ADVANCES

**Pioneers in
Strategy for
Life Science
Tools and
Services**

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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:



Life Science Platforms

- ▲ Facilitation of integration plan for two life science companies
- ▲ Application roadmap for a novel nanoplatform in life sciences
- ▲ Development of integrated offerings in mass spectroscopy
- ▲ Market positioning for a high throughput screening platform
- ▲ Transaction diligence on the laboratory supply industry
- ▲ Consumables strategy for a microarray company
- ▲ US and EU market assessment of the cGMP antibody space
- ▲ Global strategy development for drug discovery and drug development technologies
- ▲ Flow cytometry market strategy in life sciences

Discovery Services

- ▲ Opportunity assessment in preclinical oncology services
- ▲ Transaction diligence for a clinical CRO
- ▲ Contract research strategy for a CRO focused on GLP-level preclinical animal studies
- ▲ Market opportunity for ADME-T services in biopharma
- ▲ Market assessment and strategy for a tissue biobank
- ▲ Transaction assessment for target discovery in oncology
- ▲ Market opportunity and strategic planning for biomarker discovery services
- ▲ Market opportunity for sequencing service in life sciences

Bioproduction

- ▲ Bioproduction strategy for emerging biosimilars market
- ▲ Market potential for centrifugation in bioproduction in the US, EU, and Asia
- ▲ Strategic development of an integrated bioproduction offering for a large life sciences company
- ▲ Quantification of the worldwide biologics capacity for a CMO
- ▲ Market potential and diligence for a novel single-use bioreactor platform
- ▲ Strategic planning for aseptic fill and finish of sterile parenteral products
- ▲ Market assessment for PAT in biomanufacturing

Bridge to Clinical Markets

- ▲ Hospital market strategy for a leader in digital pathology
- ▲ Menu development and prioritization for clinical mass spectroscopy
- ▲ Market potential for next generation sequencing in clinical diagnostics
- ▲ Corporate strategy to service the stem cell market
- ▲ Market assessment for a sequencing technology for rapid flu surveillance
- ▲ Healthcare IT and enterprise strategy for life sciences and clinical diagnostics
- ▲ Market opportunity for an *ex vivo* profiling platform in drug discovery and clinical diagnostics