

Founded in 1992, Health Advances is a leading healthcare strategy firm advising clients in the device, diagnostics, therapeutics, and vaccine sectors, as well as investors and not-for-profit healthcare organizations. Healthcare executives rely on our professionals to help them make confident decisions to address the greatest challenges in the commercialization of new medical technologies.

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

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HEALTH ADVANCES

**Experienced
Strategists in the
Orthopedics Sector**

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:



M&A/Partnerships

- ▲ Acquisition due diligence of an orthopedic CMO
- ▲ Due diligence for an in-licensing deal of a novel biologic for periodontal applications
- ▲ Partnership strategy for orthopedic biomaterials company
- ▲ Acquisition diligence for a leading orthopedics company evaluating an ex-US dental and maxillofacial products company
- ▲ M&A screening within the viscosupplementation space
- ▲ Screening and prioritization of potential acquisition targets across three orthopedic segments

Opportunity Assessment

- ▲ Lead indication evaluation and market assessment for a bioresorbable spinal implant
- ▲ Launch strategy for a novel intradiscal catheter
- ▲ Opportunity assessment within orthopedic fixation devices
- ▲ Clinical trial strategy and forecast of impact on market adoption rates for novel cartilage product
- ▲ Evaluation of the market opportunity for post-processing imaging software for orthopedics and other indications
- ▲ Market opportunity assessment of a novel therapeutic for the treatment of fractures as a follow-on indication to the treatment of osteoporosis

Business Strategy

- ▲ Global corporate strategy for an orthobiomaterials company
- ▲ Corporate strategy for a biomaterials company considering entry into the orthopedic devices market
- ▲ Product positioning strategy for a novel bone growth factor
- ▲ Expansion strategy for a minor player in the sports surgery market
- ▲ Portfolio commercialization strategy for a novel biomaterials company focused on orthopedics
- ▲ Business model evaluation for a specialty biomaterials manufacturer

Pricing/Health Economics

- ▲ Health economics assessment of corrective procedures for damaged knee cartilage
- ▲ Pricing and reimbursement evaluation for a novel dental/maxillofacial implant product
- ▲ Price elasticity study for a bone growth substitute product
- ▲ System economics study of the costs associated with sterile abscesses in bioresorbable implants
- ▲ Due diligence on a medical device implant services company that helps providers obtain reimbursement for orthopedic and other implants