

Founded in 1992, Health Advances is a leading healthcare strategy firm advising clients in the diagnostic, device, therapeutic, and life sciences sectors. 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

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

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HEALTH ADVANCES

**Pioneers in
Strategy for
Personalized
Medicine**

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 in personalized medicine include:



Transaction Support

- ▲ Investment fund strategy in personalized medicine for a large pharmaceutical company
- ▲ Deal support for a biomarker company which led to a pioneering global pharmaceutical joint venture
- ▲ Diligence on a personalized medicine company with a reference lab and therapeutic offerings
- ▲ Partnering strategy for a life sciences company with a novel cancer diagnostic
- ▲ Diligence for a company licensing a genetic signature assay
- ▲ Out-licensing roadmap for a targeted lung cancer compound with a companion diagnostic
- ▲ M&A introductions and support for a novel oncology biomarker technology

Health Economics

- ▲ Study for the Biotechnology Industry Organization (BIO) on diagnostic reimbursement reform to support personalized medicine adoption
- ▲ System economic analysis supporting a premium price for a novel cancer diagnostic
- ▲ Value-based pricing strategy for a novel non-invasive maternal blood test
- ▲ System economic analysis for a novel ischemia detection radiopharmaceutical
- ▲ Economic incentive model for reference labs for an automated pathology platform
- ▲ Analysis of premium pricing for novel diagnostics
- ▲ Analysis and positioning of a companion diagnostic for a pharmacy benefit manager (PBM)

Market Strategy

- ▲ Personalized medicine strategy for a therapeutics company with a chronic disease franchise
- ▲ Global strategy for an HIV companion diagnostic
- ▲ US launch strategy for a novel colorectal cancer diagnostic
- ▲ Conjoint analysis of assay attributes to predict adoption of targeted oncology drugs
- ▲ Commercialization strategy for a novel circulating tumor cell platform
- ▲ Integration of companion diagnostics in a biotech company's drug portfolio
- ▲ Commercialization strategy for a novel point of care diagnostic for a biopharmaceutical company
- ▲ Completed a biomarker threat assessment for a targeted therapeutics company

Translational Technologies

- ▲ Recruited scientific advisory board and developed business plan for a company with an ex vivo biomarker platform
- ▲ Market opportunity and strategic plan for biomarker discovery services
- ▲ Application roadmap for a novel nanoplatform in life sciences and clinical diagnostics
- ▲ Market potential for next generation sequencing in clinical diagnostics
- ▲ Hospital market strategy for a leader in digital pathology
- ▲ Market assessment and strategy for a tissue biobank
- ▲ Diligence on a novel sample collection technology for research and clinical use in personalized medicine
- ▲ Acquisition strategy for preanalytical technologies for personalized medicine