

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 to address the greatest challenges in the commercialization of medical technologies and services throughout the world.

Core Competencies

- ▲ Business and Product Strategy
- ▲ Clinical Trial Strategies
- ▲ Forecasting and Valuation
- ▲ 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

**Strategists for
Successfully
Navigating the
Spine Market**

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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:



Implants, Biomaterials and Devices for Spine Surgery

Diagnostics, Less-Invasive Surgery and Pharmaceuticals for Back Pain

- ▲ US entry strategy for international company seeking acquisition of spine portfolio
- ▲ Forecast of global image-guided surgery system use in spinal procedures
- ▲ Due diligence of mid-tier spine and joint company
- ▲ Spine and orthopedics reconstruction market assessment for US, EU and Japan markets
- ▲ Five-year product positioning strategy for novel orthobiologic in spine and trauma indications
- ▲ Acquisition diligence of mid-sized orthopedics/orthobiologics company

- ▲ US market potential assessment and competitive landscape evaluation for bioresorbable spinal implant
- ▲ Prioritization of applications and performance requirements in spine for a novel orthobiomaterials technology
- ▲ Evaluation of early-stage company's portfolio of biomaterials products for spine and orthopedic implant surgery
- ▲ Assessment of price and volume potential of a novel polymer for conduit in nerve and spinal cord repair/regrowth
- ▲ Spine market assessment for early-stage intraoperative nerve monitoring device (IOM)

- ▲ Global assessment of competitors, reimbursement dynamics, and patient flow for vertebroplasty and kyphoplasty markets
- ▲ Acquisition evaluation of emerging minimally invasive products and techniques for spine
- ▲ Opportunity assessment for microsurgical blade applications in spine surgery
- ▲ Market assessment and reimbursement strategy for novel diagnostic device for cervical and lumbar pain
- ▲ Evaluation of percutaneous sheath access device for vertebroplasty and kyphoplasty
- ▲ Key influencer mapping study for pain management in joint arthroplasty and spine surgery

- ▲ Assessment of pricing and clinical data impact on adoption of a novel depot formulation for post-op pain in spine and joint replacement surgery
- ▲ Product positioning for a novel pain drug targeting radiculopathy
- ▲ Assessment of clinical value of two combination pharmaceutical products for management of sciatica pain from disc herniation
- ▲ Global assessment of clinical development and reimbursement hurdles for implantable pain pumps and epidural and spinal PCA
- ▲ Commercial evaluation of implantable spinal cord stimulator