

Founded in 1992, Health Advances is a leading healthcare strategy firm serving clients in the vaccine, therapeutics, device, diagnostics, and healthcare services sectors, as well as non-profit organizations and investors. The leaders of our client organizations rely upon our professionals to help them make confident decisions involving the greatest challenges in the commercialization of new medical products and services throughout the world.

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

Strategists for
New Products
Targeting Global
Health Needs

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:



Vaccines

- ▲ Clinical development partnering strategy for university-based malaria vaccine
- ▲ Market assessment for novel HPV vaccine treatment for women
- ▲ Analysis of the worldwide vaccine market to identify candidates for a transdermal delivery system
- ▲ Commercial assessment of a portfolio of vaccine products to focus clinical trial design and investments
- ▲ Global manufacturing demand forecast for a biologics CMO
- ▲ Partnering strategy for a novel bioresorbable polymer technology focused on vaccine drug delivery

Infectious Disease Diagnostics

- ▲ Innovation strategy for novel diagnostics to address the unmet needs of the developing world
- ▲ Worldwide roll-out of a novel biomarker for HIV patients
- ▲ Commercialization strategy for novel diagnostic for latent tuberculosis
- ▲ Market assessment for a rapid HIV testing technology
- ▲ Global "voice of the customer" research for a new IVD platform targeting developing markets
- ▲ Market and competitor assessment for a range of IVD platforms and assays in China

Not-For-Profit Organizations

- ▲ Independent assessment of a not-for-profit global health organization's effectiveness to support grant renewal
- ▲ Strategy development for a disease foundation to guide product development and commercialization efforts
- ▲ Development of a road map to expand a disease foundation's relationships with commercial partners
- ▲ Strategy to increase a disease foundation's investment in translational research and product development
- ▲ Strategy development and implementation support for the largest disease registry ever created
- ▲ Clinical development plan to increase commercial involvement in novel therapies for an orphan disease

Infectious Disease Therapeutics

- ▲ Business plan for a portfolio of anti-viral therapeutics
- ▲ Portfolio prioritization for a novel inhaled therapeutic targeting tuberculosis, pneumonia and other respiratory diseases
- ▲ Drug development strategy for a novel systemic antibiotic, based upon typical adoption patterns for antibiotics
- ▲ Development of a global strategy for a specialty pharmaceutical company focused on lung-based infectious diseases
- ▲ Detailed segmentation, market sizing and value-based pricing assessment for a novel HIV therapy
- ▲ Indication screen and prioritization for a company using structure-based design to develop a novel antibiotic