

Unlocking Growth Opportunities in CNS Diseases

Our staff of physicians, scientists, engineers, and business professionals have analyzed markets and opportunities in virtually every clinical sub-specialty of CNS.

Our expertise and past experience spans the range of disease areas and strategic questions for commercializing or investing in a new CNS therapeutic or technology.

Disease Area Expertise

Neurodegenerative

- Multiple Sclerosis
- Alzheimer's
- Parkinson's
- ALS
- Huntington's
- MCI (Mild Cognitive Impairment)
- Orphan and Genetic Diseases
- Biosimilars

Other Neurology and Pain

- Acute and Chronic Pain
- Neuropathic Pain
- Anti-Abuse
- Epilepsy
- Migraine
- Stroke

Psychiatric

- Schizophrenia
- Anxiety
- OCD
- Bipolar
- Depression
- Sleep disorders
- Developmental Disorders (e.g. ADHD, Autism)

Medical Devices and Diagnostics

- Novel Drug Delivery
- Neurostimulation
- Disease Monitoring
- Compliance Tools
- Biomarker
- Imaging
- Diagnostic

CNS Project Experience

Our **deep working knowledge** of the healthcare industry, customer, and market trends enables us to deliver **pragmatic strategies** and **realistic forecasts**. The team has detailed past CNS-specific project experience in:

- CNS Franchise Strategy and Business Development / Investment Strategy
- Commercialization Strategy for Novel Technologies
 - E.g. Patient and Customer Segmentation, Clinical Development Plan, Stakeholder Identification and Sales Strategy, International Market Expansion
- TPP Creation, Testing, Forecasting and Valuation
- Commercial Diligence and Licensing Support
- Pricing, Reimbursement and Market Access Planning
- Indication and Portfolio Prioritization
- Competitive Analysis and Deep Pipeline Assessment
- Non-Profit and Disease Foundation Tactics

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Neurodegenerative Diseases

- Licensing strategy for a company entering Alzheimer's and Parkinson's markets
- Valuation models for multiple novel product concepts in Parkinson's
- Market assessment across neurodegenerative diseases to guide market entry
- Development of a road map to expand a disease foundation's relationship with commercial partners
- Elucidation of neurologist and MS patient unmet needs through clinic visits and on-site interviews
- Launch and commercial plan for novel MS therapy in US and Europe
- US and EU commercialization strategy for biosimilar interferon
- EU market access strategy for novel agent for orphan CNS indications



Other Neurology and Pain

- Clinical, scientific, and competitive analysis of ion channel modulators for use in chronic pain
- Development and co-positioning strategy for neuropathic pain franchise
- Commercial assessment of an opioid-abuse deterrent technology
- Acquisition diligence and impact of genericization on epilepsy treatment
- Out-licensing strategy and partnering support for novel migraine therapeutic
- WW forecast for migraine prophylactic therapy
- Recommended development paths to maximize value for neuroprotection agent
- Evaluation of investment in label expansion in acute ischemic stroke
- Corporate CNS strategy to prioritize commercial viability of new neurology indications



Psychiatric Illnesses

- Impact of efficacy and side effects on revenue projections for generalized anxiety disorder drug
- Transaction diligence for the acquisition of an antidepressant franchise
- Strategy to increase CNS exposure through licensing and/or acquisition
- Forecast model utilizing detailed treatment algorithms in depression and related conditions
- Schizophrenia pipeline screen and dynamic BD database
- Evaluation of trends in sales and marketing costs
- TPP development, testing and NPV analysis to inform investment in two LCM opportunities in cognitive impairment in the US and Europe



Medical Devices and Diagnostics

- Clinical trial approach for Alzheimer's imaging agent
- Commercialization strategy and launch plan for respiratory support device in ALS
- Indication scanning and prioritization for neurostimulation technology and roadmap to approach development in priority indications
- Valuation of proposed MS injectable device enhancements
- Development costs and revenue projections for prognostic and predictive biomarkers in MS
- Portfolio prioritization for an MRI imaging company
- Strategic planning for a pain management device franchise
- Commercial due diligence on a novel implantable epilepsy treatment
- Launch strategy for a drug-diagnostic combination for schizophrenia