



Business Strategy

- Evaluation of dermatology market dynamics to assess market attractiveness of company's early-stage products in psoriasis, acne, rosacea, and onychomycosis.
- Detailed commercial strategy for a novel agent targeting psoriasis, including clinical trial benchmarking, product positioning, and market potential assessment.
- Assessment of product adoption in the EU for an injectable dermatology agent.
- Evaluation of logistical hurdles to commercialize a novel infusion therapy for dermatology markets in France and Germany.
- Business strategy for a medical device and aesthetic company to tackle a well-entrenched competitor and ensure rapid market penetration for its non-invasive medical device used in cosmetic procedures.



Market Opportunity Assessment

- Strategic analysis of the commercial potential for a novel laser-based treatment for onychomycosis.
- Market forecast of biosimilars to determine impact on the dermatology market and other clinical areas.
- Market assessment for a public aesthetic laser company with a multi-wavelength tattoo removal laser in the pipeline. Qualitative interviews along with a quantitative survey of both providers and consumers provided the basis of an assessment of the unmet needs, physician economics, and population demographics of the laser tattoo removal market.



Cost Effectiveness/Market Access

- Evaluation of the reimbursed path and self-pay path for a novel laser-based therapy intended to treat acne. Conducted extensive physician and consumer market research to determine a price demand curve and purchase decision criteria for self-pay laser acne treatment.
- Assessment of product adoption hurdles for small cosmetic surgery company developing novel devices to aid in the fixation for facelifts, brow lifts, and blepharoplasties. Estimated the relative importance of each hurdle to greater utilization of the product by surgeons that have been converted, and recommend action steps for company's management team to cost-effectively surmount these hurdles and gain additional penetration.



M&A Strategy and Due Diligence

- Rapid valuation of a privately-held dermatology pharmaceutical company for two private equity investors to identify relevant analogs, competitive bidders, and deal comps.
- Market projections for a biologic in psoriasis. Projections took into account the potential for key life cycle enhancements, including the availability of a biomarker to predict patient response and reformulation to change route of administration, impact of sales and marketing efforts, prevalence and incidence of patient population, current standard of care, future competition, and changing treatment paradigms.
- Facial aesthetics market mapping to anticipate the landscape and provide feedback on a target's leading facial technology.
- Commercial diligence of a large portfolio of dermatology agents for several PE firms. Analysis required evaluating each drug on the market and in development vs. competitive options including several generic introductions anticipated. Assessed the incremental potential of marketing tactics such as more aggressive marketing and PBM discounting.
- Acquisition evaluation of platelet concentration systems in plastics and orthopedic surgeries.
- Rapid due diligence for a consortium of investors considering the purchase of a distressed specialty dermatology company experiencing rapid market share erosion due to the market entry of a generic competitor.