

# Pragmatic Development of High-Value Diagnostics

## Health Advances is a Strategy Consulting Firm Specializing in Diagnostics

Health Advances has been successfully advising companies on development and commercialization of high-value diagnostics for the past decade. Our experienced multi-disciplinary team includes PhD researchers, clinical pathologists, and diagnostics industry leaders working to provide innovative strategies for high-value diagnostics.

## Articulating Value for Widespread Adoption

Successful commercialization of high-value diagnostics depends not only on proof of validity and clinical utility, but also on ensuring widespread access to reimbursement through economic justification.



## Common Challenges

- Securing partnerships and development alliances
- Identifying and capturing growth drivers
- Articulating technology differentiation
- Achieving a comprehensive view of competition
- Negotiating deal structures and terms
- Securing rational reimbursement
- Forecasting demand and long-term revenues
- Evaluating business development opportunities
- Navigating the regulatory landscape
- Building evidence of clinical validity and utility

## Health Advances Solutions and Expertise



## Examples of Our Work

### Platform Indication and Test Prioritization

- **Situation:** Client was looking to expand their menu by pursuing tests for synergistic indications.
- **Approach:** Assessed the unmet needs in the diagnostic landscape for 10 different diseases through conversations with specialists. Prioritized test opportunities across 14 criteria.
- **Results:** Recommended several potential strategies for the company based on prioritization results, which resulted in test development.

### Quantifying Long-Term Revenue Projections

- **Situation:** Client was looking to secure additional funding for a novel cancer diagnostic test.
- **Approach:** Assessed the unmet needs, current diagnostic approaches, and competitive landscape. Estimated adoption based on quantitative survey.
- **Results:** Developed comprehensive sales deck for the client, providing insight into the unmet need and justifiable estimates of future revenues.

### Demonstration of Patient Preferences

- **Situation:** Client with novel screening test had not received broad physician endorsement of their test.
- **Approach:** Surveyed patients to show preferences for various screening tests and potential impact of endorsement on screening rates.
- **Results:** Uncovered varying preferences for tests based on underlying patient dynamics. Showed value in endorsing multiple test options. Endorsement of test subsequently attained.

### System Economics Assessment

- **Situation:** Company with complex cancer prognostic test was struggling to gain broad reimbursement and fair pricing for their test.
- **Approach:** Mapped existing standard-of-care, as well as change in patient management with novel test. Assessed costs to payer with and without test.
- **Results:** Published findings in leading peer-reviewed journal. Opened door for conversations with commercial and government payers.