

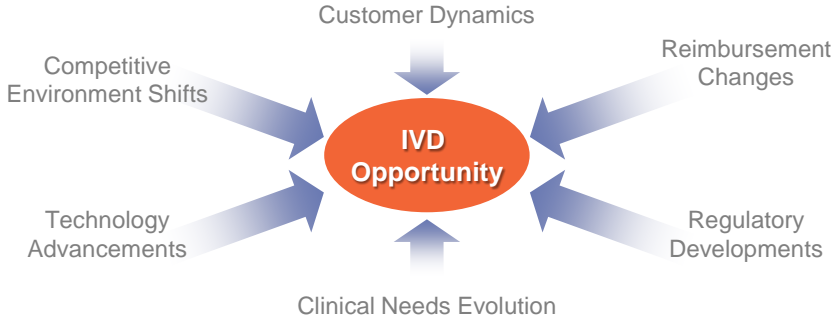
# Innovative Strategies for In Vitro Diagnostics

## Health Advances is a Strategy Consulting Firm Focused on the Healthcare Industry

Our Diagnostics and Life Science Tools team includes diagnostics industry leaders, clinical pathologists, PhD researchers, and business experts working to provide diagnostics and life science companies with innovative strategies for success in a rapidly evolving marketplace.

## Finding Opportunities in a Dynamic Market

Understanding how to best position your business in a changing environment is key to maximize potential.



## Common Challenges

- Identifying and capturing IVD and adjacent market growth drivers
- Achieving a comprehensive view of competition, including major IVD and emerging players
- Evaluating business development opportunities
- Securing partnerships and development alliances
- Forecasting demand and revenues
- Laboratory, hospital and physician customer targeting and segmentation
- Articulating differentiation and value drivers for labs and healthcare systems
- Distribution strategy and partner selection
- Product life cycle management
- Navigating regulatory developments (e.g. LDT regulations)
- Managing impact of reimbursement changes (e.g. PAMA)
- Investigating novel markets and technologies

## Health Advances Solutions and Expertise

### Health Advances Solutions

- Opportunity prioritization for novel technologies
- M&A roadmap
- Menu development and optimization
- Commercial strategy development and launch support
- Customer segmentation analysis
- Pricing strategy
- Voice of customer research
- Clinical laboratory workflow solutions
- Customer value mapping
- Merger and acquisition support (due diligence)
- Life cycle management
- Market assessment
- Revenue projections and other financial modeling

### Areas of Expertise

- Core laboratory (e.g. clinical chemistry, hematology, high volume immunoassay, urinalysis, blood gas)
- Molecular diagnostics (nucleic acid testing)
- Point of Care (e.g. chemistry, immunoassay hematology, coagulation, TDM, infectious disease, and molecular)
- Multiple therapeutic areas (e.g. oncology, NIPT, hereditary disease/genetic, infectious disease, autoimmune disease, gastroenterology)
- Anatomic pathology
- Liquid biopsy
- Blood bank: immunohematology and blood screening
- Pricing, reimbursement, budget impact, system economics
- Impact of regulatory changes
- Lab services strategy

### Geographic Expertise

- Global, US, Europe, LatAM, Asia, Africa
- Over 60% of projects have ex-US component