Who We Are

PhD researchers, clinical pathologists, and diagnostics industry leaders operating at the intersection of science, technology, and business strategy.

Whether you manage a start-up with a novel marker, a traditional IVD company competing for market share, an established company with a new research platform, a pharmaceutical company struggling with companion diagnostic commercialization, or a clinical laboratory exploring expansion of testing services, the Health Advances Diagnostics and Life Science Tools team can help you realize your business’ potential.

Life Science Tools
Instrumentation, reagents, software, and services used for discovery research, translational research, and clinical development

Innovative Diagnostics
Novel or established technologies with mainstream diagnostics potential

Traditional Core Diagnostics
Traditional laboratory medicine, point of care testing and in vivo imaging

Personalized Medicine
Intersection between diagnostics and therapeutics

Research Focus
Clinical Focus

How We Help Your Business

Pragmatic strategies based on deep industry insight.

Life Science Tools
- Customer segmentation and value messaging
- Partner prioritization
- Market assessment

Innovative Diagnostics
- Voice of the customer research – platform and menu optimization
- Application screening
- Diligence assessments
- Reimbursement strategy

Traditional Core Diagnostics
- Portfolio assessments and corporate development
- Laboratory economics and ROI analyses
- Service (ie. outreach testing) monetization

Personalized Medicine
- International companion roll-out strategies
- Partnering strategies for novel assets
- System economics
- Payer engagement