Founded in 1992, Health Advances is a leading healthcare strategy firm advising clients in the biopharma, diagnostic, device, health IT, and healthcare services sectors, as well as investors and non-profit organizations. Healthcare executives rely on our professionals to help them make confident decisions involving the greatest challenges in the commercialization of medical technologies and services throughout the world.

**Core Competencies**
- Business and Product Strategy
- Clinical Trial Strategies
- Connected Health Solutions
- Forecasting
- Health Analytics
- Health Economic Analysis
- Market Assessment
- Partnering Strategies
- Portfolio Planning
- Pricing and Reimbursement
- Product Launch Planning
- Product Positioning
- Sales and Marketing Strategy
- Transaction Due Diligence
- Value-Based Care Assessments

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Strategies for Optimizing Commercial Success in the Eye Care Sector

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Experience. It’s What Sets Us Apart.

Operating at the intersection of science, technology, and business strategy, Health Advances provides clients with innovative solutions based on deep industry insight, analytical rigor, and an objective perspective. Example projects include:

**Market Sizing, Segmentation & Revenue Forecasting**
- Glaucoma market segmentation and US market sizing for a novel glaucoma diagnostic manufacturer
- Clinical and financial impact assessment of head-to-head trial on adoption and sales potential of novel ophthalmology therapeutic
- US market sizing, opportunity assessment, and evaluation of hurdles for expansion of high-res retinal imaging device into optometrist, ophthalmologist and diabetes care provider practices
- US market opportunity assessment for novel class of topical glaucoma treatments
- Contact lens market assessment and analysis of trends in manufacturer and distributor relationships
- Risk-adjusted global revenue forecast for blockbuster ophthalmology biologic
- Product concept-testing, pricing, penetration, and market modeling of novel night-vision therapy

**Business Model & Product Positioning Strategies**
- Quantitative assessment of optimal product positioning and business model offerings to maximize utilization of pay-per-use retinal imaging diagnostic
- US patient and clinician survey identifying preference drivers to increase customer satisfaction and maximize patient acceptance
- Clinical trial patient identification and positioning for an ex-US device company moving into US market
- Positioning for a prognostic diagnostic paired with a biotech compound for use in dry AMD and geographic atrophy
- Strategy facilitation for senior executives of global vision care company’s contact lens and solutions business unit
- Investor presentation preparation for a novel diabetic retinopathy diagnostic with complex revenue-generation model

**Pricing, Reimbursement, & Market Access**
- Patient segmentation and pricing analysis for early-stage company developing cataract prophylaxis
- Full-day management off-site focused on pricing, reimbursement, and market access trends and implications for the eye care industry
- Evaluation of key vision care trends and impact of Affordable Care Act on evolving Medicaid reimbursement and coverage rates in 20 states
- Identification of optimal value proposition and pricing for several glaucoma therapeutics using conjoint analysis to forecast market potential
- Quantified clinical and US system economic benefits of diagnostic to help position product as a standard of care for annual screening exams
- Assessment of amblyopia patients’ self-pay willingness, regimen preference, and pricing potential for computer-based treatment

**Technology & Market Due Diligence**
- Due diligence on OCT equipment manufacturer, assessing market growth potential following US reimbursement changes
- US & EU commercial and technical due diligence on novel biologic for age-related macular degeneration
- US & EU due diligence on manufacturer of capital equipment and disposables used in cataract and refractive procedures for private equity investor
- Technical, scientific and clinical due diligence on LASIK compared to alternatives in refractive eye surgery to support private equity firm’s consideration of investment in large chain of treatment centers
- Evaluation of ophthalmology equipment manufacturer for private equity investor, including consideration of alternative strategies and identification of disposable products which would represent annuities for the company

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