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

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.

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.

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.