

# Strategies for Optimizing Commercial Success in the Eye Care Sector



## 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



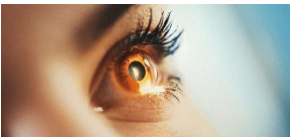
## Business Model & Product Positioning Strategies

- 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