Unlocking Growth Opportunities in Infectious Diseases

Health Advances partners with infectious disease innovators to bring technologies to market, by providing actionable insights and strategies that enable critical business decisions.

Our expertise and past experience in infectious disease spans the range of disease areas, sectors and strategic questions for commercializing or investing in an infectious disease technology.

Unique Cross-Sector Perspective on Infectious Disease

Prevention
- Discovery and Bioprocessing Tools
- Patient and Blood Supply Screening

Diagnosis
- Diagnostic and Prognostic Tests
- Companion Dx and Devices

Treatment
- Susceptibility and Resistance Testing
- Anti-Infectives, Anti-Microbial and Single-Use Devices, PPE, Ventilators, Blood Filtration

Health IT and Digital Heath
- Vaccines, Preventive Anti-Virals and Drug Delivery
- Surface Coatings

Healthcare Services
- Digital Companions to Dx
- Software for Disease Tracking
- Remote Digital Diagnostics
- Sterilization
- Telemedicine
- Patient Monitoring

Global Policy, Pricing, and Market Access
- Investment, Fundraising and Partnering

Infectious Disease Experience

Respiratory/Nasopharyngeal
- Bronchitis
- BKV
- CMV
- COVID-19
- EBV/Mononucleosis
- Hib
- Flu
- MERS
- Measles/ Rubella
- Meningitis
- Pharyngitis
- Pneumonia
- RSV
- Strep
- Tuberculosis
- Sinusitis
- Varicella

Gastrointestinal
- C. diff
- Gastritis (e.g. H. Pylori or viral)
- Intra-abdominal infection
- Norovirus
- Polio
- Rotavirus
- Traveler’s diarrhea
- Typhoid
- Water or Food-borne (e.g. E.coli, Listeria, Salmonella)

Male and Female Health
- Hepatitis
- HIV/AIDS
- HPV
- Chlamydia
- Gonorrhea
- Syphilis
- Vaginitis

Insect-Borne and Zoonic
- Chikungunya
- Dengue
- Ebola
- Leishmaniasis
- Malaria
- Rabies
- Others

Other Hospital or Community-Acquired
- SSTI (Skin and soft tissue infections)
- Complicated UTI (Urinary tract infection)
- Bloodstream infection

Health Advances
www.healthadvances.com

BOSTON | SAN FRANCISCO | ZUG | HONG KONG
Delivering Innovative Strategies for Leaders in the Infectious Diseases Industry

Our scientists and industry experts have detailed infectious disease project experience across Biopharma, Diagnostics and Life Science Tools, HIT/Digital Health, Medtech and Healthcare Services.

**Commercialization Strategy for Novel Technologies**

- Established the corporate growth strategy for a global biopharma’s infectious diseases unit in 20+ countries
- Guided a tuberculosis diagnostic client how to harness digital/HIT to create value and sales
- Provided strategic recommendations that informed plans for fundraising, partnering, clinical trial design, and value proposition messaging for a bloodstream infection treatment medical device
- Advised an infectious disease diagnostic company on test menu and platform specifications that would optimize the platform’s value

**Revenue Forecasting and Strategic Prioritization of Business Opportunities**

- Determined the revenue opportunity for a novel prophylactic vaccine in order to facilitate portfolio planning
- Prioritized applications for a client’s cancer vaccine platform based on revenue potential, technical feasibility of development and path to proof-of-concept
- Developed a strategy to greatly increase sales of our client’s point-of-care (POC) diagnostics business focused on infectious disease applications

**Pricing, Reimbursement, Market Access and Health Policy Planning**

- Examined the policy landscape for antimicrobial incentive models in the US, Europe and Japan to inform advocacy priorities and facilitate antibiotic development
- Conducted pricing diligence to recommend price range for novel vaccine
- To inform a major pharmaceutical client’s pricing and go-to-market strategy for its diagnostics business, investigated test access, cost, reimbursement, and logistics impacting ordering habits for complementary/companion diagnostics

**Due Diligence, Partnership and Business Development Support**

- Performed due diligence on an infection control services company by engaging numerous clinical and economic stakeholders in surgical and outpatient settings
- Executed a global diligence on 3 novel IV antibiotics and a mature antibiotic with generic competitors by factoring in detailed pricing and market access considerations
- Developed a channel entry strategy for antimicrobial catheters, including recommendations for target companies and partners