

# Sampling of Expertise in Service Businesses



## For-Profit Providers

- Assessed the acquisition of an on-site dialysis company providing services to long-term care facilities; developed a forecast model to determine optimal pricing and predict revenues
- Collaborated with a premier network providing services to independent optometrists to evaluate its growth opportunities
- Built data monetization strategy for a leading genomic diagnostic service provider; leveraged conversations with key customer executives to develop recommendations to drive dataset development and guide the sales process



## Distributors

- Identified priority markets for a specialty medical device distributor to apply its core competencies and accelerate growth
- Evaluated growth prospects and likely margins for a major distributor of sleep apnea home equipment; anticipated impact of competitive bidding and competitors' tactics
- Projected ophthalmology drug sales in various Canadian provinces to validate a market opportunity for a specialty distributor; considered provincial initiatives to substitute generics for branded drugs



## Specialty Pharmacies

- Developed launch strategy for a specialty pharmacy interested in providing a direct-to-consumer service to seniors and their caregivers
- Evaluated pricing and reimbursement dynamics that could impact a specialty pharmacy focused on central nervous system diseases
- Performed extensive benchmarking of six specialty pharma organizations to understand their strategies, growth paths, value realization timelines, and organizational designs in order to guide the strategic transformation of a specialty pharma client



## Pharma Outsourcing

- Examined growth prospects of a pharmacovigilance business by forecasting the sales of drugs generating the majority of its current revenues and evaluating the R&D pipelines of its most loyal biopharma accounts
- Forecasted the commercial opportunity for the cell therapy market and propensity to outsource production for a cell therapy contract manufacturing organization (CMO)
- Completed in-depth assessment of a large provider of outsourced pharmaceutical packaging and distribution services for clinical stage therapies



## Medtech Outsourcing

- Outlined strategic recommendations and tactical action plans for improving marketing and sales effectiveness and organizational design for an orthopedic CMO
- Developed 5-year corporate strategy for a leading CMO with heavy emphasis on growth in IT-enabled drug delivery devices
- Executed in-depth market assessment and constructed a growth strategy for a medical device precision wire component CMO