

# Helping unlock growth opportunities worldwide



Health   
Advances™

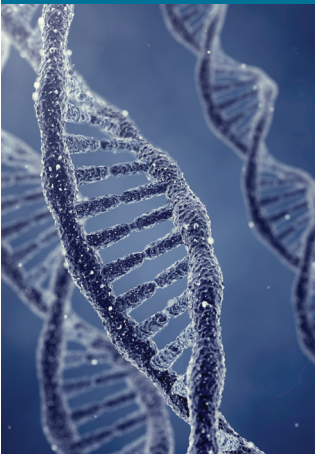
# A trusted partner for the highest-stakes decisions

While scientific and technological advances fuel new business opportunities, the cost of bringing each new product or service to market keeps rising. In addition, commercial rewards are becoming more elusive as the world's cost-constrained healthcare systems scrutinize each new offering's clinical and economic value.

In this environment, executives must place fewer bets more wisely. Health Advances partners with senior executives on their most critical decisions – helping them optimize their R&D, commercialization, and M&A plans to grow revenues and ultimately improve the quality and cost-effectiveness of healthcare.

## FAST FACTS

- Exclusive focus on healthcare since 1992
- Over 200 full-time professionals
- Over 1,200 client organizations served
- Over 3,000 client engagements
- Over 45,000 expert contacts in our virtual panel
- Dedicated knowledge management staff
- Internally developed databases



# Business strategists with deep scientific, technical and clinical expertise

Without truly understanding the detailed strengths and weaknesses of a client's technology or service relative to its competition, one cannot accurately develop the optimal strategy. Unlike most strategy firms, every member of Health Advances is solely focused on healthcare.

Over half of our consulting staff have earned advanced degrees from top universities. These professionals apply their clinical and scientific knowledge to communicate as peers with thought-leading physicians and researchers as well as our clients' top scientists. Moreover, we can tap the deep clinical development and regulatory experience at our parent company, Parexel International. Combining technical expertise with business strategy acumen, we deliver pragmatic solutions that client executives can confidently implement.



## HEALTH ADVANCES SERVICES

- Strategic Planning
- Portfolio Planning
- Product Development Strategy
- Connected Health Solutions
- Launch and Commercialization Strategy
- Market Access Strategy
- Reimbursement and Pricing Strategy
- Market Assessment
- Cost-Effectiveness Studies
- Revenue Forecasting
- Product Positioning
- Lifecycle Management
- Financial Analysis and Valuation
- Due Diligence
- Partnering and Licensing Assistance
- M&A Strategy

# Profound understanding of the healthcare ecosystem

Health Advances focuses on anticipating evolving markets and changing customer needs to identify the best avenues for revenue growth. We understand the intricacies of regulatory processes, referral patterns, reimbursement systems, and technology adoption.

We conduct intensive primary research with clinicians, administrators, payers, scientists and industry executives. Our projects typically map both patient journeys and the parallel flows of money to anticipate shifts in practice patterns driven by clinical outcomes and economics.

By combining these findings with the vast array of secondary sources at our disposal, we can dissect and segment customers based on unmet needs, decision-making processes, and buying criteria. Actionable segmentation schemes become the blueprints for compelling strategies.

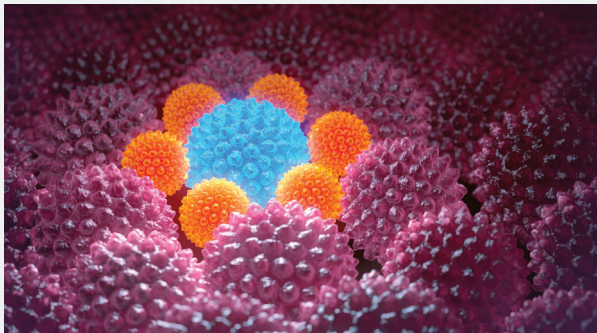
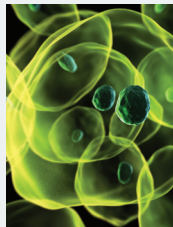
## HALLMARKS OF OUR CLIENT INTERACTIONS

- Firm Leadership Engaged in Each Project
- Analytic Rigor
- Intellectual Integrity
- Collaborative and Transparent Process
- High Respect for Confidentiality
- Creative Cutting-Edge Strategies
- Pragmatic Recommendations



# Unique ability to harness the convergence of healthcare sectors

As our clients strive to provide their customers with more complete solutions, our assignments call upon the combination of our practice specialties. For instance, biopharma companies enlist our help with precision medicine because of our strong Diagnostics Practice, and with drug delivery devices due to our Medtech Practice. Likewise, our Health IT and Digital Health Practice helps biopharma and medtech clients develop and commercialize integrated, connected solutions and digital therapeutics that improve outcomes and increase compliance.



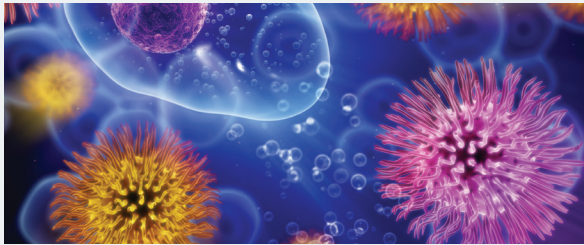
## CLIENT SECTORS

- Biotech and Pharmaceuticals
- Diagnostics, Research Tools, and Precision Medicine
- Medtech
- Digital Health and Enterprise HIT
- Investors



# Global strategies

Global markets are essential to our clients' growth plans. We have evaluated opportunities in over 80 countries. Our offices in Zug, Switzerland and Hong Kong oversee our European and APAC work with professionals who have years of experience in these regions and the native language skills to monitor their rapidly changing healthcare systems. We work closely with medical and industry experts around the globe to conduct in-country research, including our Parexel colleagues located across more than 50 countries.



## HOW WE CAN HELP YOU

- Identify new growth opportunities
- Translate technical innovation into market success
- Guide global commercialization strategy
- Achieve market access success
- Develop lifecycle management strategies
- Maximize portfolio value
- Navigate healthcare reform
- Execute rapid due diligence assessments and valuations
- Raise private and public capital



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Health   
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