# Highlights – H2 2022

**We are pleased to share FSI's highlights, summarizing examples of recent client engagements. We appreciate your continued interest and support.**

## Microbiome Consumables and Services

Analyzed the microbiome drug development dynamics for provider of microbiome sample collection devices and metagenomic analysis services. In-depth interviews with microbiome researchers in biopharma working on both microbiome-based therapeutics and in other therapeutic areas (including immunology) informed modeling of the addressable market opportunity for microbiome testing sample collection and a growth forecast.

## Pulmonary Testing

Assessed market for pulmonary function testing lab equipment based on in-depth research with clinicians and industry executives; sized the market for equipment and consumables in the US and three European markets; profiled leading manufacturers in detail and identified competitive threats.

## Clinical Research Organization

Assisted a leading CRO with developing a sales pitch to a top 20 pharmaceutical company. Analyzed performance and metrics of top 20 pharma companies to benchmark target customer versus peers and identify areas for potential improvement. Assessed secondary data to determine strategic priorities and assisted in determining alignment statements with the CRO's capabilities.

## Sleep Apnea Device

Explored the potential for a novel sleep apnea treatment by interviewing multiple stakeholders in sleep medicine to understand the patient journey and receptivity to the new treatment. Forecasted revenue potential with a range of assumptions and different features of the new product.

## Oncology CRO

Conducted due diligence on provider of Phase I/II oncology clinical site management and PDX mice and research services based on in-depth discussions with heads of clinical operations and preclinical development.

## Pharma Clinical Trial Logistics

Performed due diligence for PE investor considering acquisition of a provider of clinical trial logistics services. Performed primary research to understand customer buying behavior, vendor recognition, service requirements, competitive differentiation, and share of wallet. Conducted secondary research supporting analysis of competitive landscape and assessment of market dynamics.

## Academic Medical Center

Created and tested a new marketing approach to support a leading Academic Medical Center in their efforts to attract industry funding. Interviewed key Biopharma decision makers and Venture Capital investors for feedback on a pitch deck and on succinctly conveying the AMC's research value. Interviewed client's most renowned Principal Investigators and created PI Profiles that provide high-level summaries of the research value from the perspective of what Biopharma companies and VC investors could gain in partnership agreements.

## Pharma Commercialization Services

Developed market landscape and list of potential add-ons for PE fund in diligence relative to a platform in pharma commercialization services focused on access, policy and government payers. Prioritized expansion opportunities based on inputs from in-depth research with pharma executives, and estimated spending per program and size of each segment.

## Digital Health Staffing Solution

Facilitated a Board Offsite and an Executive Team Offsite that led to the creation of a five-year growth strategy. Analyzed industry achievements compared to client's achievements; estimated total market size still available and the portion of that market achievable given different strategic options; probed on competitor offerings and competencies to understand risks; evaluated internal competencies and investment required for the highest potential growth options.

## Clinical Research Organization

Analyzed and created a pricing strategy for a leading CRO; evaluated internal and publicly available data to model the most significant drivers of development cost; created a tiered pricing approach with concise, straightforward pricing for the less complex aspects of development and more sophisticated approaches for those elements most impacting cost overruns. This approach enabled a high level of accuracy and limited time needed to estimate the impact of changes on cost.

## Health System Innovation Group

Assisted an internal innovation/venture capital initiative within a large health system in reviewing their specific investments, analyzing overall performance against projections and benchmarks, and validating their valuation approach.

## Academic Medical Center

Analyzed all research activities across the leading Biopharma companies and leading VC investors; cross-mapped those activities to the research achievements of a leading academic medical center in order to prioritize potential partnerships.

## Women's Health

Facilitated strategy development process for a major women's health player. Performed primary and secondary analysis to understand market needs and develop insights for growth. Performed several divisional leadership workshops via video conference and in-person. Process led to a clear strategic position and a multi-year plan to achieve growth goals.

## Novel Surgical Device Diligence

Explored the potential for a novel anastomosis device by interviewing multiple stakeholders in obesity, general and colorectal surgeries to understand the reaction to the value proposition, patient journey and pricing acceptance to the new treatment. FSI forecasted revenue potential with a range of assumptions based on future clinical success of the product.

## Home Care Digital Health Solution

Developed market landscape and prioritized potential new market segments for a VC-backed digital health company with a platform for home care support services. Recommended actionable new market-entry strategy with specific expansion opportunities based on inputs from in-depth research with insurance executives who would offer the program to policyholders and estimated spending per program and size of each segment.

**FSI is a Boston-based healthcare and life sciences strategy consulting and advisory firm that helps clients grow with rigorous analysis and tactical growth action plans.**

- FSI's approach leverages experienced senior leaders actively driving engagements
- We have broad and deep expertise in healthcare from over 40 years working with companies and investors on growth strategy, business planning and investment diligence

## Serving Clients Across Healthcare & Technology


**Medical Device & Supply**


**Biopharma & CRO**


**Diagnostics & Life Science Tools**


**Digital Health & HCIT**


**Healthcare Services**



**Transactions & Due Diligence**

## Driving Significant Client Growth

- Growth Strategy & Business Planning
- Market Assessment
- Strategic Positioning & Value Proposition
- Investment Diligence
- Competitive Advantage
- Go-to-Market Strategy
- Strategic Valuation
- M&A Opportunity Landscape
- Partnering and Funding Advisory

## Leading with Experience



**RENARD CHARITY**
Managing Partner
rc@fletcherspaght.com



**LISA GRANICK**
Partner
lgranick@fletcherspaght.com



**BARBARA GUIDI KOHLER**
Partner
bgk@fletcherspaght.com



**BILL SIGONA**
Partner
sigona@fletcherspaght.com



**PETER LOW**
Senior Vice President
peterlow@fletcherspaght.com



**JOHN FLETCHER**
Managing Partner Emeritus
rjf@fletcherspaght.com

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