



Medical Startups: Building Value & Accelerating Growth

Kaiser Associates specializes in supporting executives at newly public and venture-backed pharmaceutical and biotechnology companies to answer some of their most pressing questions:

- What is the optimal target profile and clinical strategy for our product?
- How can we maximize patient access without leaving money on the table?
- What is the ideal commercial model to ensure early launch success?
- Which adjacencies offer the greatest expansion opportunities for our technology?

Kaiser's Healthcare Practice works with specialty pharmaceutical, biotechnology, and medical device companies. We work with these clients to help manage products throughout their lifecycle, from portfolio strategy and product development to commercialization and lifecycle management.

How Kaiser Can Help

We understand the massive challenge startups and their investors undertake in bringing a new technology to market. Too often, executives are forced to make critical early decisions with only selective, anecdotal information available to answer their unique issues.

That's why we support start-ups with the same fact-based strategy services we provide to Fortune 500 companies, scaled for maximum cost-effectiveness. We do this all with our proven approach, tailored for each company's goals, whether they include product development, commercialization, acquisition or fundraising.

3 Reasons to Work With Kaiser Associates

1. **We understand projects are investments** – Our projects are targeted, efficient, and designed to achieve results for both commercial success and additional financing
2. **We work on both sides** – Kaiser also works with large pharma and medical device companies on M&A strategy and due diligence; we know what they look for in strategic partners and acquisition targets
3. **We know it's all about what's next** – Whether your aim is acquisition or a full commercial deployment, we understand your investors expect a smart use of their capital for the highest return possible

Case Studies in Brief

	The Challenge	Our Solution	The Results
Payment & Pricing	Medical device startup needed a reimbursement and pricing strategy for its procedure-based implant	Primary research with physicians, payers & patients; developed 2-phase strategy and financial forecast for self-pay and reimbursed procedures	Client is accretive with its self-pay strategy, and is conducting cost-effectiveness trials
Clinical Strategy	VC-backed biopharma company had to identify Phase IIb trial endpoints for optimal commercial success	Global assessment, including Voice of Customer research in 5 countries, to recommend target labeling, dosing and patient profiles	Client entered into strategic partnership with a top 10 biotech, after proceeding with recommended trial design
Commercial Launch Planning	Medical device start-up preparing for US launch after two years of success in Europe	Sales force benchmarking, quantitative customer survey to finalize segmentation and messaging, and commercial model	\$9MM revenues in first year; company is now cash positive
Strategic Plan for Financing	Investor-stage pharma company needed a portfolio plan to attract venture funding for R&D	Kaiser worked with company founders to develop a strategic plan and pitch presentation	The company raised over \$70MM in venture capital