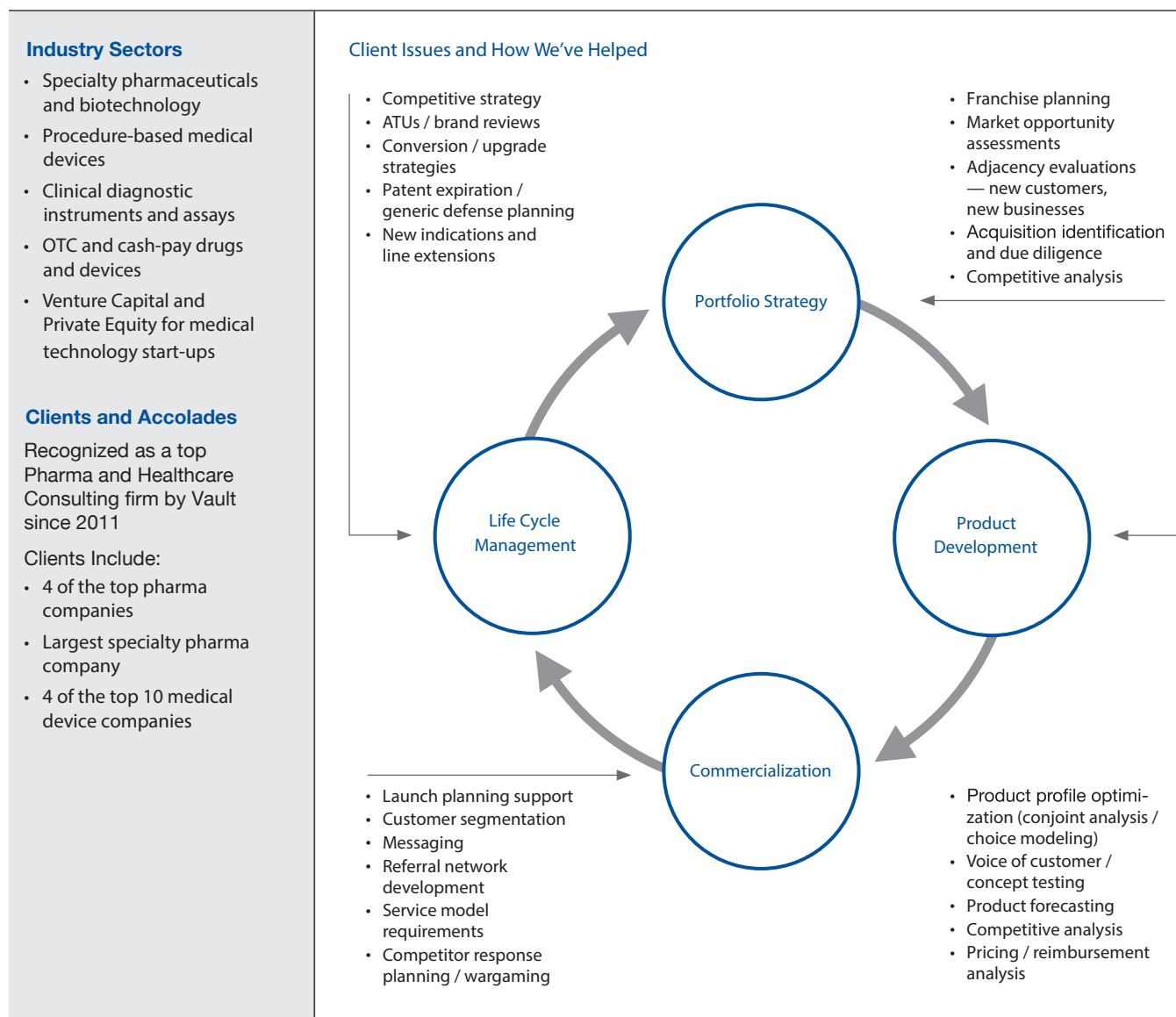




Healthcare Practice

Our Healthcare Expertise

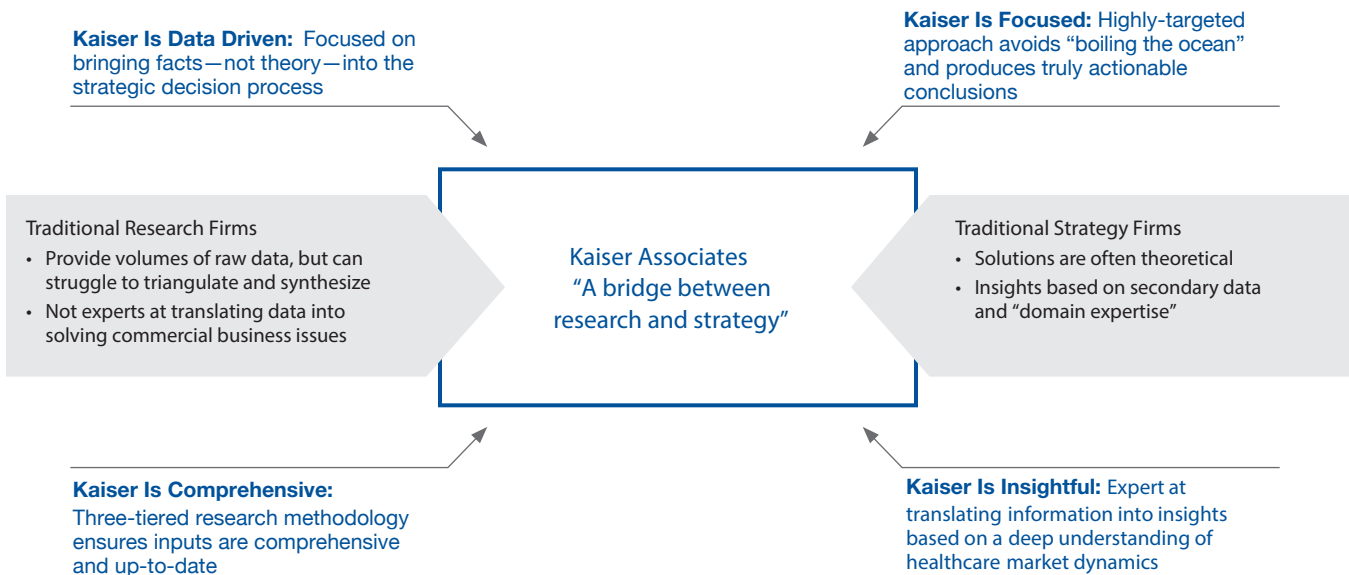
Our Healthcare Practice helps clients in the medical sciences industry fully capitalize on product opportunities, navigate the environment with greater certainty, and maximize the lifetime commercial value of its portfolio. We do this by conducting comprehensive primary research and analyses at all stages of the product lifecycle to inform the decision making of sales and marketing executives. Kaiser's approach establishes the required fact base to vet the critical decisions and brings together data from disparate sources to develop holistic strategies.



Case Studies in Brief			
	The Challenge	Our Solution	The Results
Office-based Injectable Biologic	Specialty pharma company wanted to explore possible new indications for its successful biologic	Kaiser conducted market mapping, trend and gap analysis, created a prioritization framework, and recommended indications for clinical trials	Company is in clinical trials for two identified indications, estimated market value of \$50MM
Novel Medical Device Platform	Start-up medical device company planning to launch after success in Europe	Kaiser tested European successes and new US strategies through Voice of Customer studies	Company is accretive and posted \$8MM in US sales after one year
Point of Care Diagnostic Device	Diagnostic company assessing the market potential for a point of care device	Kaiser evaluated clinical view of device from KOL interviews, developed reimbursement roadmap based on payor research, and developed revenue forecast model	Company has developed point of care device and is planning on commercialization
Health Management Solution	Large media company assessing portfolio expansion into health management solutions	Kaiser sized and segmented US market, estimated five-year CAGR, prioritized acquisition targets based on industry best practices	Company has made a series of \$100MM+ acquisitions

How Kaiser Is Different

We specialize in “fact-based strategy,” helping clients make actionable strategic decisions based on empirical evidence and proven results.



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Founded in 1981, Kaiser Associates is an international strategy consulting firm that serves as a key advisor to the world’s leading companies. We provide our clients with the unique insight to drive critical decision making and solve their most pressing problems.