
Highlights: Q3, 2017

We are pleased to share Fletcher Spaght's Third Quarter Highlights, summarizing recent achievements within our specialized consulting practice groups. We appreciate your continued interest and support.

HIGH TECHNOLOGY PRACTICE

High-Performance Audio/Visual

Assessed the current strategic planning process and recommended/designed a revised approach to enhance growth prospects focusing on key application segments and incorporating market potential, competitive advantages and business economics.

HEALTHCARE PRACTICE

Neurosurgical Imaging Agent Market Launch

In the context of due diligence, determined the barriers to entry, market receptivity, and likely penetration for an EU-approved neurosurgical imaging agent with plans to enter the US market; explored market segmentation, *e.g.*, in which sub-segments of glioma patients would neurosurgeons consider using this agent, and why; examined the prevalence of enabling OR microscopes and lenses, and performed a Gabor Granger pricing analysis; findings were inputs to a market model which led to a refined bid price for rights to the asset.

HEALTHCARE PRACTICE (cont'd)

Acute Respiratory Failure (ARF)

Conducted a market assessment, including evaluation of trends in care for patients with ARF in the US and three overseas markets; effort included in-depth interviews with intensivists, emergency medicine physicians and respiratory therapists to understand underlying diagnoses, ventilation modalities employed/preferences, and potential preventive strategies.

Ophthalmology/Vision Restoration

Conducted a market assessment on a novel retinal implant targeted at legally blind patients from a variety of causes to enable vision restoration from; analysis was based on in-depth interviews with opinion leading and community-based physicians, as well as extensive review of epidemiological studies.

Transfusion Medicine

Performed due diligence on a potential investment in a provider of equipment for massive and rapid transfusion; the market assessment focused on the market size and the potential of the target company to take share from the key competitor; effort included in-depth primary research with anesthesiologists and transfusion medicine specialists, as well as review of the literature and key data on transfusion rates in relevant situations.

Medical simulation

Conducted a feasibility study on the potential establishment of a regional simulation center targeting clinicians in training as well as those in practice; analyzed existing offerings, measured market receptivity to multiple concepts, and analyzed potential market among physicians and nurses in a multi-state region.

Advanced Laboratory Supplies

Conducted a market assessment including both qualitative, in-depth one-on-one interviews, and quantitative (online survey) market research in the context of due diligence on behalf of a lab supplies vendor interested in acquiring a position in laboratory automation compliant assay and storage vessels.

HEALTHCARE PRACTICE (cont'd)

Orphan Disease Due Diligence

Performed technical due diligence on the clinical receptivity of a gene therapy treatment for orphan disease Ornithine Transcarbamylase Deficiency; conducted an in-depth market assessment including primary and secondary research to understand critical success factors for the target product profile, optimal demographics within OTC patients, and where a treatment may be positioned relative to existing medications; insights assisted in refining bid by client.

Infusion Therapy Management

Served as technical and market counsel to a private equity firm in pre-LOI evaluation of a novel intravenous infusion management system. Actively attended client's meeting with management team and provided a detailed post-meeting assessment, augmented by prior knowledge and rapid secondary research.

Rapid Sepsis Diagnostic

Conducted primary market research to understand receptivity and barriers to adoption for novel rapid sepsis test; interviewed various hospital decision makers (Lab, ED, ICU, Pharmacy, Purchasing, Finance) to understand adoption process, receptivity and barriers to adoption.

Robotic-assisted surgery

Conducted a market assessment of the market for robotic-assisted joint replacement surgery through in-depth interviews with surgeons and administrators to understand purchasing criteria and dynamics, clinical impact, valued features and capabilities, impact on procedure economics and value in the context of bundled payment, and pricing sensitivity across application modules; also examined perception of robotics' value as a marketing tool for physicians and institutions, and outlook for outpatient/ambulatory surgery center use in anticipation of changes in Medicare reimbursement.

HEALTHCARE PRACTICE

Analysis of Small Pharma as Target Customer

Developed market analysis of well-funded small pharma with clinical stage assets as a target customer list for a company selling services to clinical stage pharma. Also analyzed top VCs in life science investing to create a potential referral list for same client.

Lung Health Competitive Assessment

Performed a war game in the lung health market to assess trends in technology, clinical care and potential strategies from multiple participants

Women's Health work with MDT

Performed a war game to respond to competitive threats from various players, evaluated clinical trends including the shift to office procedures; work included a Net Promoter Score to determine brand loyalty and drivers of value from the customer's perspective

Medical Supply and Distribution Competitive Assessment

Reviewed the relative share, trends and potential threats for distributors and supply companies as distributors increase the focus on selling private label products and the resulting impact for market participants

CORPORATE GROWTH PRACTICE

FSI PRACTICE GROUPS

High Technology: Internet, software, electronic commerce, communications, networking, hardware, services, *etc.*

Healthcare: Healthcare informatics, devices, healthcare information technology/services, diagnostics, therapeutics, services, *etc.*

Corporate Growth: Mature business transformation, growth options, profit improvement and acquisition support.

FSI STAFF

The professionals of FSI have expertise in both strategy consulting and the industries on which we focus. To facilitate our international assignments, members of our staff are fluent in the major European languages and Chinese (Mandarin).

THE FSI SERVICE OFFERING

- Strategy Consulting
- Growth Initiatives
- Market Research
- Competitive Intelligence/Analysis
- Investment Due Diligence
- Technology Commercialization
- Corporate Partnering

FOR FURTHER INFORMATION

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FLETCHER SPAGHT, INC.
