

Highlights *Q1, 2021*

We are pleased to share Fletcher Spaght's Highlights, summarizing examples of recent achievements within our specialized consulting practice groups.

We appreciate your continued interest and support.

Medtech Acquisition Search

Performed search for potential acquisitions on behalf of major strategic player; systematic search and screen looked at innovators in three indications, worldwide, to fit with client's current commercial segments; initial list of over 570 companies was filtered to a long list of about 150 meeting all initial criteria, further filtered to about 35, with blinded management interviews conducted with 17.

Aesthetic Medicine

Performed due diligence for a potential private equity investment in an aesthetic device manufacturer; efforts included in-depth interviews with customers and non-customers to understand needs, buying behavior, market trends, and perception of the target and its competitors; also developed a competitive landscape, with profiles of competitors, a comparison of product offerings, and an assessment of strengths and weaknesses.

Clinical Trial Services

Analyzed full competitive landscape in the clinical trial space to prioritize customer targets based on likely therapeutic area growth, sales cycle time, key requirements, present partnerships, strategic focus and ability to serve; collaborated with client to develop assessment framework and developed prioritized list of targets with an initial action plan for the top targets.

AI-powered Imaging Diagnostic Tool

Created a comprehensive Go to Market Strategy for nascent product including prioritizing purchase requirements, trading off key features for adoption in different customer segments and establishing a clinical validation path to enable payer reimbursement; interviewed specialists, primary care physicians, health system leadership involved in purchase decisions and payors involved in potential reimbursement decisions; created product profile and analyzed receptiveness to features to establish a product roadmap.

Cardiac Monitoring

Analyzed market receptivity to a new implantable cardiac monitor, measuring potential to take share against competing devices, as well as expand the market based on technical capabilities; conducted in-depth research with electrophysiologists, interventional and non-interventional cardiologists, discussing indications, procedure volumes, adoption criteria, and trends in the site of care.

Highlights *Q1, 2021*

Imaging Core Lab

Assessed global market for central reading centers serving clinical trials including market sizing and growth trends; efforts included detailed review of trials in registry, as well as in-depth interviews with heads of clinical development at biopharmaceutical companies; output was a detailed market size and growth model to be used in support of potential PE investments.

Women's Health

Assessed US market for new in office procedure, including in-depth interviews to understand diagnostic and treatment algorithms, and how the new technology could impact treatment decisions; key issues were site of care, long term outcomes, perceived advantages over current approaches, and potential expansion of procedure volume.

AI-powered Imaging Diagnostic Tool in Women's Health

Created a comprehensive 5-year growth strategy and growth action plan for an AI-powered diagnostic in women's cancers; included prioritizing growth opportunities, assessing market size, in-depth one-on-one interviews with key opinion leaders and quantitative primary research to outline customer needs, gaps, receptivity and likelihood of adoption; facilitated two growth strategy workshops to gain consensus among the leadership team and drive progress.

Academic Medical Center - Research

Created research organizational platform to strategically grow collaboration on key translational research topics; facilitated task force of Department Chairs to gain consensus on leadership structure, membership criteria, mission and objectives; integrated key stakeholders from the internal and external ecosystem to optimize funding opportunities and potential for research success.

Academic Medical Center – Commercialization

On behalf of a leading academic center of excellence, provided direction and support for a select group of Principal Investigators (PIs) with promising, and potentially commercializeable, early stage inventions in the field of cell and gene therapy; assisted each PI with the development of a concise and compelling summary of their work complemented by one-on-one coaching to develop their pitch geared toward an investor and business audience; effort is part of a program to introduce the PIs to commercial funding sources that could advance their work into the clinic.

Academic Medical Center – Innovation Fund

Assessed the value of the portfolio of early-stage biopharma and other healthcare start-ups for an innovation fund of a major academic medical center; efforts included profiling start-ups, validation of year over year progress in preclinical and clinical development, and allocation of value between funds.

FLETCHER SPAGHT, INC.

FSI PRACTICE GROUPS

Healthcare	Digital health, devices, healthcare information technology/services, diagnostics, therapeutics, services, <i>etc.</i>
High Technology	Internet, security, software, electronic commerce, communications, networking, hardware, services, <i>etc.</i>
Corporate Growth	Mature business transformation, growth to mid-cap, growth options, profit improvement and acquisition support

FSI SERVICE OFFERINGS

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

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).

FSI LEADERSHIP



John Fletcher
Managing Partner
rjf@fletcherispaght.com



Renard Charity
Senior Vice President
rc@fletcherispaght.com



Lisa Granick
Senior Vice President
lgranick@fletcherispaght.com



Barbara Guidi Kohler
Senior Vice President
bgk@fletcherispaght.com



Peter Low
Senior Vice President
peterlow@fletcherispaght.com



Bill Sigona
Vice President
sigona@fletcherispaght.com