

## *Highlights* *Q2, 2021*

**We are pleased to share Fletcher Spaght's Highlights, summarizing examples of recent achievements. We appreciate your continued interest and support.**

### **Point of Care Ultrasound**

Identified early-adopter clinical segments for artificial intelligence (AI) guidance solution for echocardiography; considered multiple hospital and non-hospital use cases; based recommendations on in-depth interviews with clinicians and educators covering receptivity, current status of point of care ultrasound (POCUS) adoption, technical requirements, reimbursement considerations and potential benefits; yielded multiple clinical collaborators and a technology roadmap.

### **Robotic Surgery Assistant**

Assessed the receptivity of a novel robotic device that assists with laparoscopic and robotic surgery; leveraged in-depth 1:1 interviews and significant primary research with decision makers to identify procedures of interest as well as in-patient and out-patient uses given the unique value proposition of cost savings, less post-procedure pain, faster procedure times, and lower need for staffing surgical assistants.

### **Academic Medical Center**

Provided an independent, third-party assessment of the relative value of Patent Families licensed to a gene therapy company; the client used this analysis to determine the appropriate revenue distribution of licensing revenue among the patent family inventors.

### **Bioprocessing**

Developed a five-year market forecast of the contract development and manufacturing organization (CDMO) / contract manufacturing organization (CMO) market for biologics, including cell and gene therapy; evaluated a planned expansion in terms of increasing addressable market, entering new market segments and growth potential; performed in depth 1:1 interviews with pharmaceutical company decision makers to understand dynamics in outsourcing and likelihood to use the CMO with expanded capacity.

### **Cardiac Monitoring**

Analyzed market receptivity and requirements for adoption of a new implantable cardiac monitor leveraging a quantitative survey, which included electrophysiologists, interventional and non-interventional cardiologists; insights gained include client's potential to take share against competing devices, as well as possible market expansion due to these new technical capabilities; highlighted indications with the greatest benefit from the new capabilities; predicted demand for additional cardiac and non-cardiac parameters informed by trends at the site of care.

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### **Digital Health**

Assisted an artificial intelligence (AI) diagnostic company with US market entry; completed initial account prioritization focused on early adopters; facilitated introductions to highest potential targets; outlined health economic needs and messaging receptivity across provider segments and key payors.

### **DNA Testing and PPE**

Conducted due diligence regarding the DNA testing and personal protective equipment (PPE) markets; identified market sizes, trends, growth dynamics and potential catalysts for growth over the next few years; interviewed multiple participants in the markets of interest to understand COVID-19's impact and what the new normal will be going forward.

### **Robotic surgery development trends**

Assessed the current state of robotic surgery funding across the market to identify trends in types of platforms, clinical indications, sources of funding and the upcoming cadence of launches; aided in further understanding of how dramatically this market will change in the coming years with numerous small and large players commercializing; generated hypotheses on the implications of the level of activity.

### **Digital Health**

Identified strategic options for a significant digital health company to enable continued market leadership; analyzed key competitors, adjacent markets and investment trends in similar fields; completed in-depth 1:1 interviews with key opinion leaders and decision makers; informed the creation of a framework to prioritize strategic options; supported management preparation for Board meeting discussion and earnings call materials.

### **Academic Medical Center**

Designed organizational effectiveness infrastructure at well-known Academic Medical Center to enable faster organizational response and more streamlined internal decision making; analyzed existing process flow and systems that support decision making; examined talent strategy and team performance to inform optimized organizational dynamics.

### **Real-time surgical visualization**

Prioritized the pipeline of contrast imaging agents for a start-up; conducted extensive interviews with key opinion leaders in multiple surgical oncology specialties; built market models with various scenarios applicable to the client; collaborated with the Management team and Board to determine most viable business model and go-to-market strategic options; recommended a financing strategy.

# FLETCHER SPAGHT, INC.

## FSI PRACTICE GROUPS

<b>Healthcare</b>	Digital health, devices, healthcare information technology/services, diagnostics, therapeutics, services, <i>etc.</i>
<b>High Technology</b>	Internet, security, software, electronic commerce, communications, networking, hardware, services, <i>etc.</i>
<b>Corporate Growth</b>	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@fletcherspaght.com](mailto:rjf@fletcherspaght.com)



**Renard Charity**  
Senior Vice President  
[rc@fletcherspaght.com](mailto:rc@fletcherspaght.com)



**Lisa Granick**  
Senior Vice President  
[lgranick@fletcherspaght.com](mailto:lgranick@fletcherspaght.com)



**Barbara Guidi Kohler**  
Senior Vice President  
[bgk@fletcherspaght.com](mailto:bgk@fletcherspaght.com)



**Peter Low**  
Senior Vice President  
[peterlow@fletcherspaght.com](mailto:peterlow@fletcherspaght.com)



**Bill Sigona**  
Vice President  
[sigona@fletcherspaght.com](mailto:sigona@fletcherspaght.com)