

Highlights – Q2 2022

We are pleased to share FSI's highlights, summarizing examples of recent client engagements. We appreciate your continued interest and support.

Life Science Tools

Completed customer due diligence, assessed market opportunity and developed a growth strategy on behalf of PE firm rolling up two automated liquid handling / laboratory automation companies. Identified how the combined entity would be competitively positioned in the market and which types of customers and applications are most aligned with the technology capabilities and services. PE client completed the recapitalization and merger of the two companies.

Respiratory Devices

Explored the current needs and opinions of pulmonologists regarding various Endobronchial Valve (EBV) Therapy options to understand the drivers of choice and adoption in the US and international markets. Interviewed and surveyed the market as well as forecasted market size and growth scenarios.

FemTech

Completed market diligence for private equity investment in women's health start-up with products addressing pelvic pain and pelvic injury during childbirth. Conducted in-depth research with labor and delivery nurse managers, OB-GYNs, nurse midwives, pelvic floor physical therapists, urogynecologists and other clinicians. Developed inputs to company's product and market strategy. FSI team leader invited to join board of target company.

Laser Ablation

Conducted voice-of-the-customer research to understand barriers and drivers to utilization and support forecasting and investment decision on behalf of Private Equity investor. Interviewed neurosurgeons treating both epilepsy and tumor patients via open surgical and minimally invasive ablative approaches.

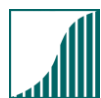
Medical Imaging

Modeled market opportunity to support strategic planning and fundraising efforts for a real-time perfusion and blood flow visualization technology. Identified potential applications through collaboration with the management team and from competitive solutions, modeled procedure volumes for those target applications, and created a market model incorporating various pricing structures. Prioritized target applications based on technical fit and considering the development roadmap in order to gauge market timing and understanding of TAM expansion.

Health System Pharmacy

Completed market diligence for an investment in a pharmacy purchasing solution that identifies and drives health system pharmacy savings. Conducted in-depth interviews with Pharmacy Directors to understand needs, current solutions, reactions to the proposed solution, and buying behavior. Developed competitive landscape to define differentiation and relative positioning.





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Molecular Diagnostics

Conducted customer research with reference labs, clinical trial sponsors and CROs, and direct-to-consumer (DTC) testing services to identify unmet needs and understand product requirements for a client considering entering the market for nasal sample collection devices for COVID and “FLUVID” molecular testing. FSI confirmed interest in a novel user-friendly design and specific use cases in which the client’s sample stabilization chemistry would be beneficial.

Bioprocessing

Developed an integrated market size model for continuous and next-generation bioprocessing solutions, including process technologies, process controls, process analytical technologies, and data aggregation and analytics. Conducted in-depth interviews with senior bioprocessing engineers to understand market definitions of next-generation solutions, current and projected adoption of the target technologies, interdependencies between components, applicability to current versus new products, and adoption drivers and barriers.

Pharma Sales

Performed deep analysis of current sales force sizes and structures in certain areas of pharma to understand the processes and goals of go-to-market strategies of multiple pharma players as they build back their customer interactions in a “post-Covid” environment.

Gynecologic Devices

Researched consumer opinions regarding fibroid treatments for a broad understanding of US market dynamics from the patients’ point of view. Created insights regarding gathering care information, decision making, and receptivity to various fibroid treatments.

Health System Cost Cycle Management

Conducted a landscape analysis for a PE firm and their portfolio company to expand the portfolio company’s existing capabilities. Interviewed C-suite decision makers in the market to understand needs, pain points and gaps in current product offerings. Conducted a quantitative survey of decision makers to statistically verify trends and needs. Using survey insights, estimated total addressable market and total achievable market for solutions addressing each need, and provided a thorough review of market trends. Created a framework to score potential acquisition targets and a comprehensive list of high potential acquisitions that would enhance the value of the portfolio company.

Senior Living

Analyzed and improved the organizational effectiveness of a top 5 Senior Living service provider. Created a strategy to optimize the acquisition and development of talent, which has been particularly challenging across industries due to the pandemic. Designed a database tool for the client consisting of key customer data and important talent metrics to optimize talent to client assignments based on skill set, geographic proximity and customer needs.



FSI is a Boston-based healthcare and life sciences strategy consulting and advisory firm that helps clients grow with rigorous analysis and tactical growth action plans.

- FSI's approach leverages experienced senior leaders actively driving engagements
- We have broad and deep expertise in healthcare over nearly 40 years working with companies and investors on growth strategy, business planning and investment diligence

Serving Clients Across Healthcare & Technology



MedTech & Med Supply



Biopharma & CRO



Diagnostics & Life Science Tools



Digital Health & HCIT



Healthcare Services



Transactions & Due Diligence

Driving Significant Client Growth

- Growth Strategy & Business Planning
- Market Assessment
- Strategic Positioning & Value Proposition
- Technology Commercialization & Go-to-Market Strategy
- M&A Opportunity Landscape
- Commercial Due Diligence
- Strategic Valuation
- Partnering & Funding Strategy and Transaction Execution

Leading with Experience



JOHN FLETCHER
Managing Partner Emeritus
rjf@fletcherspaght.com



RENARD CHARITY
Managing Partner
rc@fletcherspaght.com



LISA GRANICK
Partner
lgranick@fletcherspaght.com



BARBARA GUIDI KOHLER
Partner
bgk@fletcherspaght.com



BILL SIGONA
Partner
sigona@fletcherspaght.com



PETER LOW
Senior Vice President
peterlow@fletcherspaght.com

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