



YOUR VISION ELEVATED

pH BluePrint surrounds you with healthcare and life science expertise, tailored to your needs at every stage of company maturation

OUR HEALTHCARE EXPERIENCE WILL WORK FOR YOU

As an extension of you and your team, pH Blueprint is primed to help deliver portfolio management, commercial strategy, go-to-market plans, organizational guidance, product strategy, regulatory and reimbursement strategies. We immerse our clients in domain expertise from healthcare and life sciences executives who have driven successful companies, R&D programs, launched products, grown market opportunities, and maximized exit valuations.

70

70 years of experience leading healthcare & life sciences companies

1000+

over 1000 products approved for commercial or enterprise sale

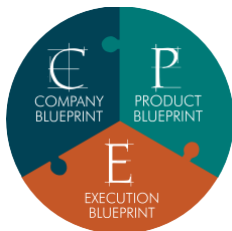
\$30_B

Over \$30 billion in collective strategic transaction expertise

OUR HOLISTIC APPROACH

The pH Blueprint team of executives, innovators, operators, and domain experts approach each client as owners with a vested interest in capturing maximum value for your company. We surround our clients with proven professionals delivering deep industry expertise, strong scientific backgrounds, and transactional experience coupled with their extensive network to ensure long-term success. This unique combination allows our teams to partner with you to create a blueprint for your success.

Helping you define and construct the right foundation for your company's success.



Helping you validate the market and define the path for your product's success.

Helping you develop the playbook alongside seasoned professionals

TRANSLATING YOUR VISION INTO AN ACTIONABLE ROADMAP

Fast changing market dynamics, regulatory forces, and consumer demands are continually adding new layers of complexity to the healthcare industry. Our understanding of each player across the value chain, whether a doctor, patient, payer, or manufacturer, contributes to our ability to help manage these complexities. We will work with you to fuel innovation, reduce the cost and complexity through strategic business and operating models, and drive value in today's evolving market. Below is a selection of some of the services we have provided clients:



- Business & Organizational Leadership
- Portfolio Management
- Commercial Strategy
- Clinical Expertise
- Regulatory - Domestic & International
- Pricing / Reimbursement
- Customer Experience

OUR STRATEGIES GROW THE HEALTHCARE INDUSTRY

Our team delivers proven strategies, augmented by our existing relationships across the healthcare ecosystem, to position our clients for success and can execute across each of the life sciences verticals:



TOOLS AND DIAGNOSTIC



THERAPEUTICS



MEDICAL DEVICES



CARE DELIVERY



CONSUMER HEALTH



DIGITAL HEALTH



OUR SERVICES

Fast-changing market dynamics, regulatory forces, and consumer demands are continually adding new layers of complexity to the healthcare industry. As an extension of your team, we work alongside you to fuel innovation, reduce the cost and complexity through strategic business and operating models, and drive value in today's evolving market.

Business and Organizational Leadership

- Business and Operating modeling
- Resource analysis and optimization
- GAP analysis
- Financial Mapping / Proforma
- Business insights: Employee, Executive and Customer Feedback
- Host roundtables, focus groups, and working sessions
- Strategic Planning
- Business roadmap/prioritization of initiatives
- Strategy and cost assessment for customer acquisition, development, and retention
- Investor deck readiness

Portfolio Management

- Healthcare unmet needs and disease/indication reviews and projections
- Company pipeline reviews prioritization and planning for pre and post-approval resource requirements and profit expectations
- Identify front-end and back-end synergies to broaden product/service offerings
- Create value pathways

Commercial Strategy

- Market Competitive Landscape Analysis
- Product Competitive Landscape Analysis to position the product for maximum adoption based on product performance, differentiation, and pricing
- Competitive landscape analysis to position the product for maximum adoption based on product performance, differentiation, and pricing
- Market Analysis
- Market Sizing
- Benchmarking
- Business Development/ Partnership Gap Analysis
- Sales Channel Analysis/ Identification of strategies and targets
- New market entry opportunities
- Strategic deck readiness/ sales aids
- Go-to-market strategy

Pricing / Reimbursement

- Primary and secondary market research to assess optimal pricing strategy
- Pricing Analysis [Pricing Governance, Data-driven decision making, competition's understanding of pricing]
- Health economics and outcomes research (HEOR)
- Reimbursement assessment and strategy based on existing procedures and codes
- Payer Relations sales aids/value messaging creation
- Value Dossier readiness

Regulatory – Domestic and International

- Regulatory strategy, including identifying the pathway, timeline, budget, and resources needed
- Clinical development services including protocol development, endpoint selection, clinical KoL review, HEOR analysis, database and CRF design, timeline, and budget
- Regulatory filing support for therapeutics from pre-IND thru post-market approval reporting
- Regulatory filing support for medical devices and diagnostics for IDEs, 510k or De Novo, PMA and HDE
- Regulatory agency prep and support including presentation materials, rehearsals, attendance, and meeting documentation

Customer Experience/ Insights

- Qualitative and quantitative customer experience and engagement research and analysis
- Messaging and service level requirements
- Customer journey mapping
- Healthcare stakeholder workflow process and decision tree
- Customer segmentation
- Future product development and cross-sell analysis based on customer propensity
- Value Migration Analysis