

KNOWLEDGE SERVICES AND PRODUCTS FOR HEALTHCARE COMPANIES

Boston Analytics' knowledge services for healthcare companies encompass a comprehensive offering of business research and analytics – including primary and secondary research, data mining, multi-variant analysis, and modeling. We support rapid, informed business decision-making via knowledge services and products that include:

- Primary research – customer surveys and analyses, focus groups, in-depth interviews, and large-scale web-based surveys
- Innovation/technology landscape mapping
- Macro trends and drivers analysis
- Patent trend analysis
- Industry and sector analysis and reporting
- Global sourcing and partnering opportunity assessment
- Regulatory tracking and analysis
- Market dimensioning and segmentation
- Competitor profiling, benchmarking, and positioning
- Customer segmentation and loyalty
- New market entry assessment
- Knowledge Accelerator™

Boston Analytics combines our knowledge services with customized knowledge repositories and preconfigured systems that put our most current marketplace research and analytics at our clients' fingertips, accessible via a user-friendly dashboard interface or customized simulator. Our Knowledge Accelerator, for example, is a pre-configured knowledge system that embeds our collective expertise into customizable, highly flexible, scalable and dynamically updated solutions for our clients.

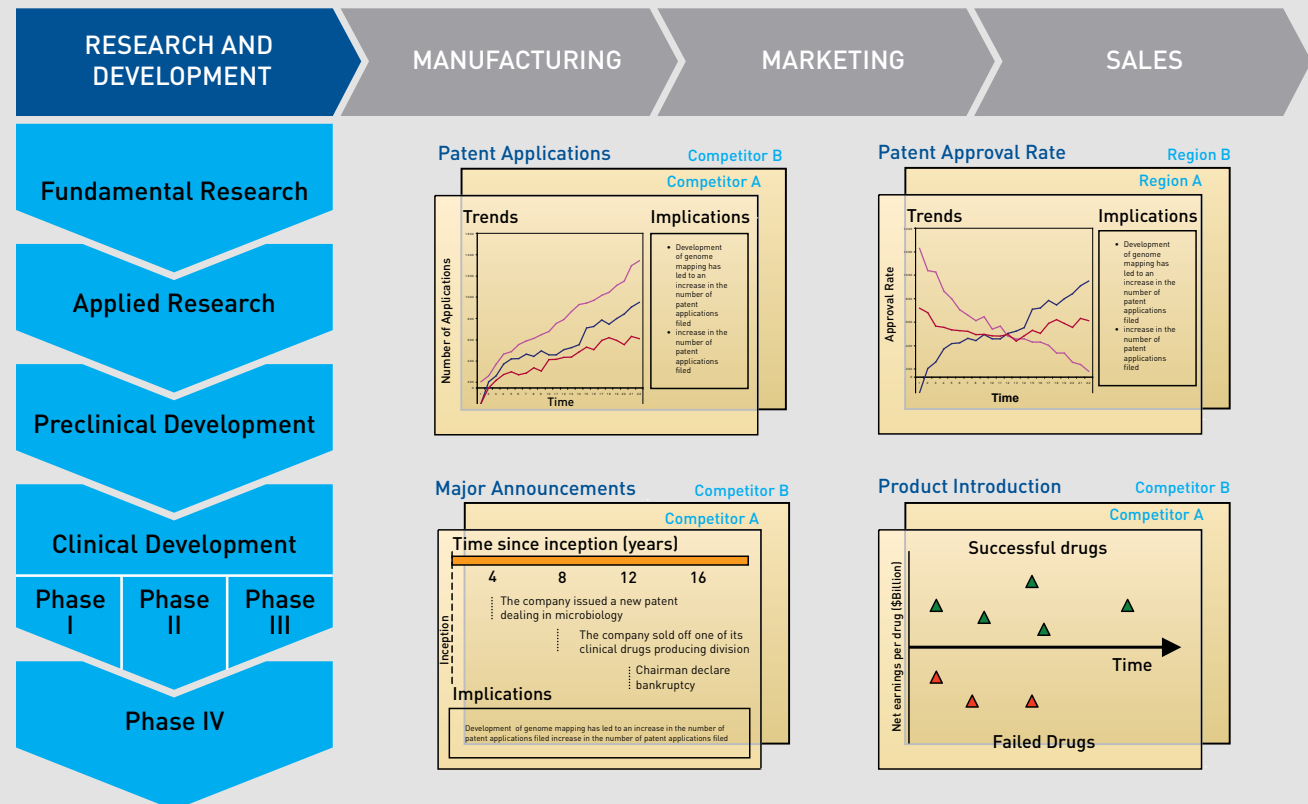
CASE STUDIES

BIOTECH & PHARMACEUTICALS

Competitive Knowledge Guides Biopharma R&D

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CASE STUDIES

MEDICAL EQUIPMENT

Analyzing Imaging Services for Clinical Drug Trials

A leading healthcare firm retained Boston Analytics to assess the market potential of providing imaging services in clinical drug trials. Boston Analytics evaluated the extent to which imaging procedures are used in clinical trials, quantified associated costs in the U.S. and India, and identified segments where imaging plays a critical role in clinical trials. We quantified the potential market size (per annum) for each imaging service and each phase-segment combination in pharmaceutical clinical trials. We also estimated the frequency of use of each imaging procedure for each therapeutic segment, based on information in the description of sample trials. As a result, the client was able to make fully informed market entry decisions.

FINANCE

Prospect Database Supports Sales in Healthcare Financial Services

A healthcare financial services firm had developed a database of thousands of prospects in dozens of U.S. medical equipment segments – but lacked insight about which prospects to approach first. To help this firm prioritize its leads, Boston Analytics defined, sized and segmented the U.S. market for medical equipment suitable for financing. We then developed weighted criteria to filter and prioritize the most attractive market segments. Within these segments, Boston Analytics then identified all potential prospects, applied criteria for inclusion in the database, architected the database including search and sort functionality, and collected and standardized data on each prospect. The result: a manageable, regularly updated database, narrowed from thousands to hundreds of prospects, which enabled our client to quickly and efficiently focus on the most attractive opportunities – and meet its aggressive annual growth targets.

PROFESSIONAL SERVICES

Industry Insights Inform Healthcare Consulting Services

A top-five management consulting firm had three weeks to prepare a pitch to the consumer business of a leading diversified maker of healthcare products. Due to a recent acquisition, deficient and conflicting marketplace data, and the prospect's non-standard business line segmentation, the consultants turned to Boston Analytics for help in making sense of their clients' business lines and competitive landscape. The Boston Analytics team:

- Researched and organized diverse data – not just company and industry reports, but also tacit data sources such as marketing collateral, press releases and articles, and company web sites.
- Normalized and structured data to perform a variety of analyses, including market sizing/dimensioning and growth projections, competitive analysis, and analyses of brands and distribution channels.
- Customized our findings to the consultants' presentation standards and formats so that it required no modification to be "client-ready" and inserted into the pitch.

With comprehensive insight into the prospect's consumer market segments, the consultant was fully prepared for a successful business pitch.

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KNOWLEDGE SERVICES FOR THE HEALTHCARE INDUSTRY

Boston Analytics' knowledge services for healthcare companies slash information overload, streamline decision-making, and detect opportunities and threats early in a rapidly evolving global marketplace. Our trained and experienced team combines uncompromising dedication to research, analysis, and modeling with rigorous scientific discipline. This gives our healthcare clients the competitive advantage of the most current, accurate, actionable financial and industry knowledge. By partnering with Boston Analytics, healthcare companies and the firms that serve them benefit from:

- Thoroughly synthesized knowledge for decision-making at all levels
- Rapid turn-around and around-the-clock support
- Cost-effective delivery with flexible engagement alternatives

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DELIVERING THE ADVANTAGE OF KNOWLEDGE FOR THE HEALTHCARE INDUSTRY

Healthcare Industry Intelligence from Discovery to Delivery

Knowledge has always been healthcare's lifeblood. In order to develop and deliver marketable, profitable products and services, healthcare companies and the firms that serve them today must combine rigorous scientific research and development with equally rigorous business research and analytics that:

- **Overcome information overload.** Most healthcare firms possess terabytes of poorly utilized marketplace and competitive information. This must be systematically synthesized into current, accurate, actionable knowledge for healthcare decision-makers at all levels – from brand managers to CEOs.
- **Develop an outside-in, 360° perspective.** Opportunities and threats often emerge from outside a company's immediate purview. Vigilant companies track a much broader set of leading marketplace indicators – from the macro economy and governmental policy to the healthcare ecosystem and immediate competitors.
- **Are cost-effective and build upon organizational competencies.** Healthcare companies often lack the requisite analytical skills base across multiple domains (such as healthcare, finance, and consulting) to create knowledge rapidly, consistently, and cost-effectively.

How Knowledge Drives Competitive Advantage

With years of research and analytical experience in healthcare, Boston Analytics enhances our healthcare clients' competitive advantage – by providing current, accurate, immediately actionable knowledge tailored to their distinct business needs. Through partnership with Boston Analytics:

- **Biotech, pharmaceutical, and medical equipment companies** continually refresh their market and competitive intelligence, track regulatory trends, and understand the constantly changing dynamics that impact their customers downstream.
- **Financial institutions** involved in the healthcare sector identify new markets, create innovative financial packages, and mitigate their risk exposure in the process of making informed, productive investments.
- **Healthcare providers, pharmacies, and payors** have the knowledge they need to grow their businesses while controlling costs, enhancing their brands, and ultimately improving patient service and outcomes.
- **Professional service providers** – consulting firms, patent attorneys, and technology services firms – improve their understanding of industry forces, trends, and dynamics to create sharper value propositions for the healthcare firms they serve.

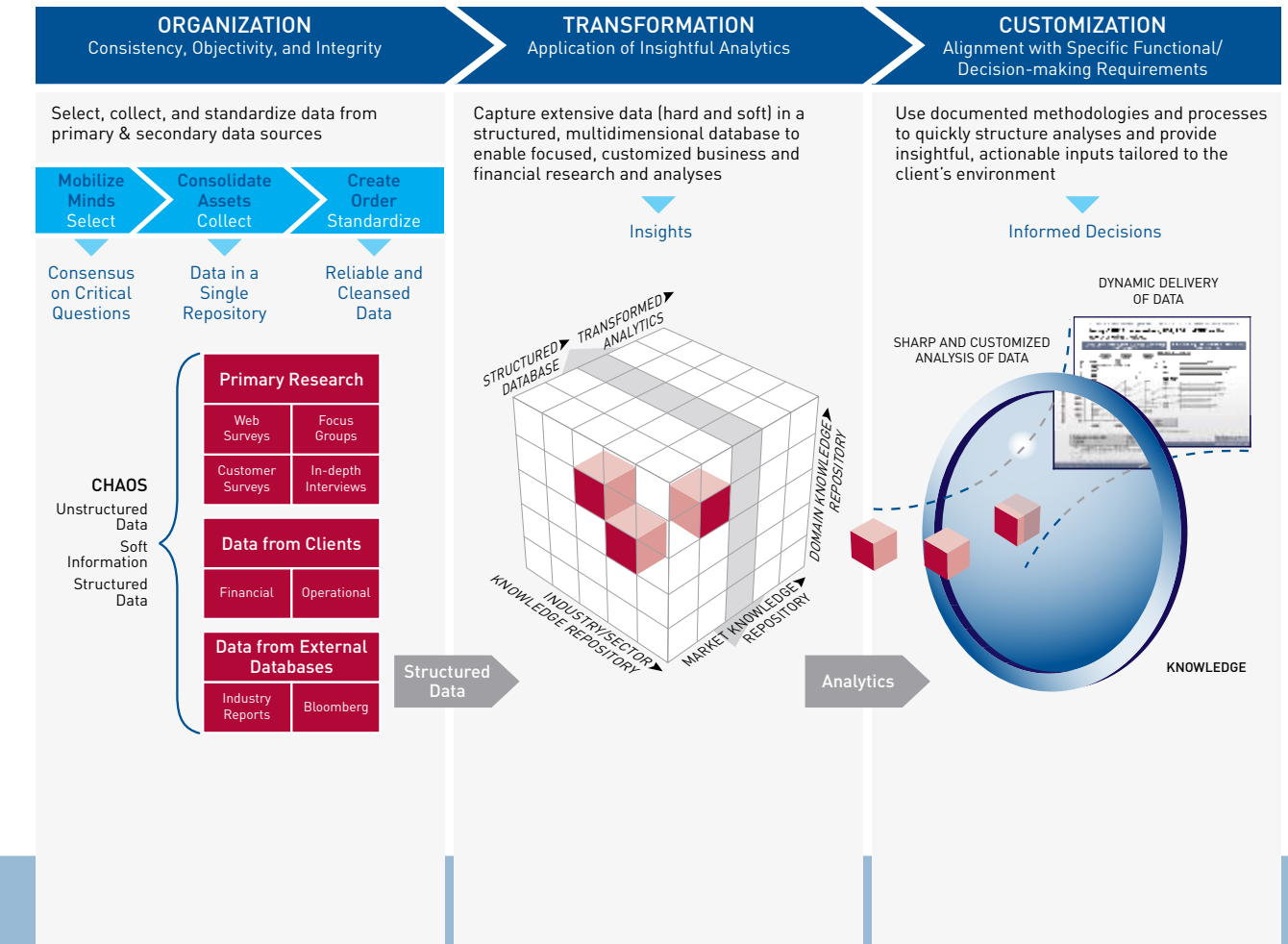
A Knowledge Partner for Each Client's Unique Needs

Boston Analytics' custom-tailored knowledge solutions enable healthcare companies and firms that support them to focus on their core capabilities. Our business research and analytics services support decision-making processes on multiple levels of our clients' organizations – at the corporate level as well as at the sector and business unit level. CEOs and CFOs, strategic planners, and other senior-level executives rely upon Boston Analytics for:

- A 360-degree perspective with macro and micro level views of the competitive marketplace, global and regional economic analyses, market segmentation, and tracking the trends of key customers
- Analysis of R&D papers and patents of key competitors and monitoring of the latest developments from university researchers

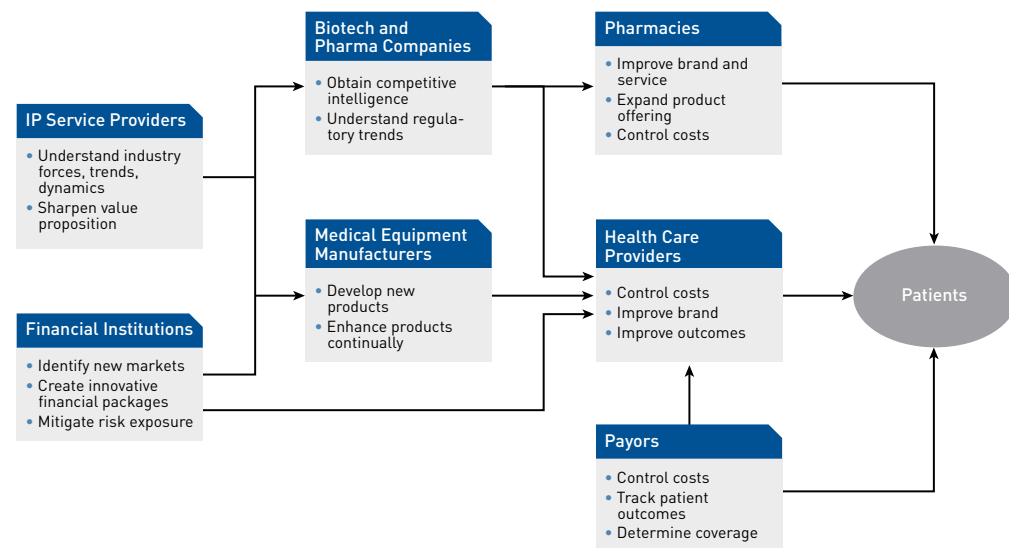
- Financial research and analysis that tracks trends in interest rates, currencies, and central bank policies, evaluates worldwide mergers & acquisitions opportunities, and models and analyze risk exposure.
- Quantitative and qualitative research and analysis that uncovers emerging market and product opportunities.

For operational and business unit managers, Boston Analytics delivers knowledge services across all stages of development, production, delivery, and support for life sciences and medical equipment manufacturers. We track R&D trends, provide analyses for competitive sourcing and manufacturing best practices, enhance accuracy and efficiency of marketing and sales, benchmark service delivery, and support many other knowledge-based activities.



> BOSTON ANALYTICS' THREE-STAGE KNOWLEDGE SERVICES METHODOLOGY ^

> KNOWLEDGE SERVICES ADDRESS KEY PAIN POINTS IN THE HEALTHCARE VALUE CHAIN



SCIENTIFIC DISCIPLINE GUIDES OUR KNOWLEDGE SERVICES

How We Organize, Transform and Customize Knowledge

At Boston Analytics, disciplined methodologies bring unparalleled scientific rigor to our knowledge services by organizing, transforming, and customizing data into the most current, accurate, actionable knowledge for our healthcare clients.

- **Organization** – Boston Analytics mobilizes minds to select and achieve consensus about the most critical questions to answer, collects primary and secondary data, consolidates data assets, and standardizes data to create order.
- **Transformation** – Our analysts capture hard and soft data in comprehensive knowledge repositories and apply a wide range of analytics and modeling techniques.
- **Customization** – Boston Analytics structures analyses and delivers knowledge in alignment with our clients' specific functional and decision-making requirements.

Custom Views of Just the Knowledge You Need

Just as lenses are changed on a camera or microscope in accordance with the subject being viewed, Boston Analytics' knowledge frameworks and methodologies allow us to provide precisely customized views – whether as decision-support dashboards, simulators, knowledge repositories, or research reports. In this way, we filter extraneous information while making relevant knowledge and insights immediately accessible to our clients. Clients then can select the requisite view of their business environment – whether a company view, views of industry, markets, regulation and reimbursement, or technology views.

Knowledge delivery is not a single event, but an ongoing, dynamic process of continuously sensing and processing signals, then refining and updating the actionable, customized insights we deliver to clients.

Partnering for Ongoing Delivery of Knowledge

Clients experience the full benefit of current insights through our subscription model, which provides ongoing reports and continuously updated knowledge repositories that put actionable, on-demand knowledge at our clients' fingertips. Clients also work with us for discrete engagements – market research and analyses, with rapid turnaround, that are aligned precisely to each client's knowledge processing and decision-support requirements.

Regardless of how we work together, Boston Analytics' flexibility, responsiveness, and commitment to teamwork ensures true partnership that serves the needs of our healthcare clients. We free our clients to focus on what gives them competitive advantage – their core competencies, mission-critical tasks, and strategic decisions – while Boston Analytics provides healthcare knowledge solutions based upon our world-class scientific discipline of research, analysis and modeling.



KNOWLEDGE SERVICES FOR THE HEALTHCARE INDUSTRY

Boston Analytics' knowledge services for healthcare companies cut through information overload, streamline decision-making, and detect opportunities and threats in a rapidly evolving global marketplace. Our highly trained and seasoned team of analytical minds combines a passion for research, analysis, and modeling with scientific discipline that gives our healthcare clients the competitive advantage of the most current, accurate, actionable financial and industry knowledge. By partnering with Boston Analytics, healthcare companies and the firms that serve them benefit from:

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