

Short on external business intelligence you need to drive growth?

Flying blind because of inadequate market research capacity?

Unable to leverage the marketplace intelligence you have?

Introducing **Life Sciences Market Monitor**

Affordable, on-demand competitive intelligence and market research for emerging life sciences organizations. Relevant market, business, and scientific information when and how you need it.



LODESTAR
ADVISORY PARTNERS

Putting
Intelligence
to Work

A continuous stream of quality market research and external business intelligence—and the “chops” to interpret and act on the information—are key to a life sciences firm’s success. Yet, many small and mid-sized organizations lack the necessary in-house resources or have small teams that cannot fully step up to the company’s overall information needs. Lodestar’s Life Sciences Market Monitor is available to help you gather and interpret these critical streams of information.

Our Services

Lodestar offers a variety of targeted services to help emerging life sciences firms improve performance, achieve growth, and plan more effectively for the future.

These include:

- Market Research and Decision Sciences—market sizing, trends, etc.
- Evidence-based marketing planning and go-to-market strategy
- Competitive Intelligence – information about competitors and products—features, pricing, strategies
- Scientific and technical research—trends, new advances, published literature, patent pipeline monitoring
- New product/service research
- Intelligence gathering at industry conferences and trade shows, via Conference QBSM
- Intellectual property assessment
- Support for M&A, alliance and partnership formations, new ventures
- Ongoing monitoring and special alert programs—helping to ensure you are not blind-sided by an emerging development in your industry

Benefits To Our Clients

- Pay for what you need, when you need it—some clients use us weekly, others quarterly or ad hoc
- Affordable pricing, providing optimal value for the research dollar invested
- Rapid delivery in easily digestible formats
- Access to public and premium sources of marketplace information
- State-of-the-art expertise and extensive life sciences industry experience
- Avoids the temptation to skip critical research steps and guess or wing it
- An experienced, independent, third party helping you parse critical marketplace intelligence and put it to effective use
- Frees up your team to focus on other priorities

Why Lodestar?

For over 20 years, Lodestar has provided evidence-based counsel to life sciences companies of all sizes: from Roche Diagnostics, Eli Lilly, Merck, and GE Healthcare to mid-sized organizations like Terumo BCT, Xanodyne, and Shire to emerging firms like Alkermes and PTS Diagnostics. Lodestar also works with a variety of service providers to life sciences including SAS, Quintiles, HIMSS, and industry publications like Health Data Management.



Our Toolkit

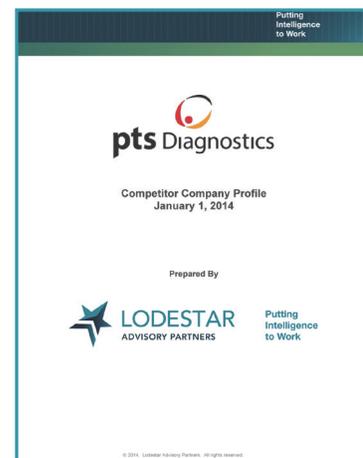
We utilize leading edge methods from across the research and business intelligence spectrum, including:

- Primary Research—qualitative and quantitative
- Secondary Research and monitoring of academic and business literature—ad hoc or continuous
- Ethnographic, observational, and social media research
- Advanced data mining and analytics
- Demand generation and forecasting
- Communities, panels, key opinion leaders
- Social media monitoring and analytics

Mini Case Study – PTS Diagnostics

PTS Diagnostics is an Indianapolis, IN-based innovative point-of-care medical device manufacturer that partners with clinicians to improve the overall health of patients. The company's full suite of handheld, highly-accurate, fast, and economical diagnostic devices empowers the medical community to quickly measure a patient's cholesterol (lipids) and glucose results, as well as provide ongoing chronic disease management.

Lodestar serves as PTS Diagnostics' out-sourced market research and external business intelligence provider through a simple, low-cost monthly retainer. We also conduct larger go-to-market strategy and product pipeline assignments on an ad-hoc basis and in late 2013 played a significant due diligence role in PTS Diagnostics' acquisition of Bayer Healthcare's A1C Now franchise.



About Lodestar Advisory Partners

Lodestar is an evidence-based advisory services firm that specializes in helping clients create, manage, and utilize information and intelligence of all kinds to solve complex business problems. Our work has two goals: improve business performance and drive growth.

The firm is built around six major practice areas:

- Information Management
- Innovation
- Marketing Performance
- Marketing Research & Marketing Sciences
- Customer Experience/Journey
- Strategy Acceleration

In addition, we offer specialized services in areas such as competitive intelligence, technology scouting & intellectual property assessment, future forecasting, performance measurement & ROI assessment, marketing communications, strategic planning, change management, and organizational effectiveness.

Lodestar works with Fortune 1000 and SMB clients across a variety of industries including financial services, life sciences, healthcare, media & publishing, technology, professional services, manufacturing, and the public sector.

For more information, visit our website at www.LodestarAP.com or contact:

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