

BUSINESS DEVELOPMENT SERVICES

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**BUILD CAPACITY FOR AGILITY IN
BUSINESS OFFERINGS TO EXISTING
CUSTOMERS**

**HOW
INNOVATION
HORIZONS CAN
HELP YOUR
ORGANIZATION**

**CREATE A CULTURE OF
INNOVATION**

LEVERAGE UNDERUTILIZED RESOURCES

DATA / TALENT

ABOUT US

Our Team

Innovation Horizons is:

- Health care, public health, and technology-focused experts
- Entrepreneurial professionals
- Data scientists

We can help your organization through re-shaping business fundamentals to adapt to fast changing regulatory and revenue environments.

We have the:

- Executive capacity to foster and advocate change
- Analytic capability that transforms strategic direction
- Business process maturity to enable change
- Skill inventory to design and build ideas

Our Foundation

- Decades of clinical & health care policy experience, w/a robust network of potential collaborators
- We introduce innovative analytic and engagement practices to organizations to create new pathways to business development and operational growth
- We've done due diligence in business case analysis from government and private sector for many years
- We've worked to develop strategic and tactical approaches to expand marketplace opportunity

Our Methods

Market Analysis

- Access to health care data
- Proven models that use data to drive strategy
- Identifying business contract provisions

Business Model Alignment

- Understanding where innovative business practices can be leveraged
- Flexible implementation, adaptable to the needs of private equity

Optimization

- Get to the right investors, clients, and outcomes faster using the right data
- Familiar and work with organizations for benchmarking, performance and economic growth support

OUR CLIENTS

Business Development for Health Care Innovation



Organizational Support



Case Study: Cureatr



BUSINESS THESIS

Cureatr improves patient care by offering medication management with real-time universal access to accurate medication data. Innovation Horizons integrates marketplace development for value-based care with Cureatr's own development activities. We also leverage data analytics to intelligently prioritize the most opportune leads.

Our analytics services created a scoring mechanism for Cureatr to target the right value-based care organizations, leading to newly closed deals as well as a quantifiable strategy to demonstrate progress to investors. Our advising services led to Cureatr's opening of its platform during COVID-19 which resulted in several new clients' intake.

HOW WE ADD VALUE

MILESTONES

- ❁ Created scoring/prioritization mechanism for Cureatr to target its sales strategy
- ❁ Introduced promising new leads that became new customers
- ❁ Opened access points for telepharmacy services
- ❁ Facilitated clinical advisory and business development teams

Case Study: Floreo



BUSINESS THESIS

Floreo delivers virtual reality therapy solutions for children with autism spectrum disorder. Innovation Horizons became their healthcare bridge, transitioning the company from pure technology to integrated therapy offerings and public healthcare-supported reimbursement.

Innovation Horizons has created lasting partnerships for Floreo to expand its offering both in capacity and delivery mode. We are responsible for Floreo's first Medicaid autism waiver provider approval. As embedded team members, we created data analytic solutions that are being used to drive business strategy as well as inform the investor and client base of the success of Floreo virtual reality usage.

HOW WE ADD VALUE

MILESTONES

- 🌀 November 2019 Bridged successful partnership with Vanderbilt for content development
- 🌀 Developed FDA premarket approval strategy for medical software device application
- 🌀 March 2020 Created first successful dashboards for internal analytics and strategy
- 🌀 April 2020 Maryland and District of Columbia Medicaid Provider Approval

BUSINESS THESIS

HiLabs is an advanced analytics company with proprietary software that leverages government taxonomies and data architecture in support of health care claims processing. Deployment of their artificial intelligence (AI) systems to government and commercial payors derives value from early detection of aberrant claims and enhances program integrity and accountability.

- ✿ Develop business relationships with commercial payors and government clients
- ✿ Establishes first business principles for contracting
- ✿ Assists in corporate management principles for operations
- ✿ Guides business partnerships and overall business development strategies

HOW WE ADD VALUE

MILESTONES

- ✿ April 2019 - Facilitated initial government contracts for fraud/waste/abuse detection in Medicare Advantage programs (first AI applications in the Office of Inspector General)
- ✿ December 2019 - Led business advisory committee enabling successful Series A round
- ✿ February 2020 – Completed business plan for government acquisition vehicles

Case Study: Merck KGaA



BUSINESS THESIS

Merck Healthcare R&D Informatics (Darmstadt, Germany) builds IT solutions for its internal partners (Global Preparedness Services/Global Regulatory Affairs). To create more efficient workflows, Merck implemented a proof-of-concept Robotic Process Automation (RPA) tool leveraging Innovation Horizons' project management services.

Innovation Horizons has years of experience managing IT projects with major organizations in regulated industries. The fully-implemented RPA bots now ensure program compliance while freeing valuable team members from rote tasks. The project was delivered on-time and within scope and budget. Project success has led to new bots requested in 2020, which Innovation Horizons will also support as program management.

HOW WE ADD VALUE

MILESTONES

- 🌀 October 2019-March 2020 Project Period with successful Bot deployment
- 🌀 July 2020 New program kick-off with 20 new bots in 2020
- 🌀 September 2020 Launch of RPA Center of Excellence

Case Study: Curative Health



BUSINESS THESIS

Create strategic business development resources to present new concepts in the clinical management of an episode of care involving sepsis, and septic shock, leveraging Curative's AI sepsis detection and diagnosis tool. Conduct a cost assessment for the certification of a pilot instance of a hospital-in-a-hospital (HIH). Conduct an economic analysis and provide guidelines for implementation.

Innovation Horizons evaluated the broad concept of an HIH from two major domains of requirement for acute care hospitals (critical care units), with a detailed presentation to the company's investor, Lightforce. The presentation includes a marketplace assessment of the HIH model.

HOW WE ADD VALUE

MILESTONES

- ✿ In only two months, convened an expert team to deliver to Curative Health a comprehensive assessment that Curative presented to its investors, including:
 - ✿ HIH Model Overview
 - ✿ Procedures for implementing the model
 - ✿ Financial considerations
 - ✿ Pointed, strategic recommendations for implementation

Case Study: Inversago

BUSINESS THESIS

The challenges of bringing small molecules with demonstrated activity in animal models of disease are focused on science and risk management. Inversago Pharma is a Canadian virtual pharmaceutical company that was interested in bringing to market peripherally-active inverse agonist molecules that modulate cannabinoid-1 receptors in inflammatory diseases. The primary challenges we were to solve to enable clinical development to progress included a complex NIH licensing arrangement involving a competing company and addressing the molecular science that eliminated concerns for potentially harmful CNS effects.

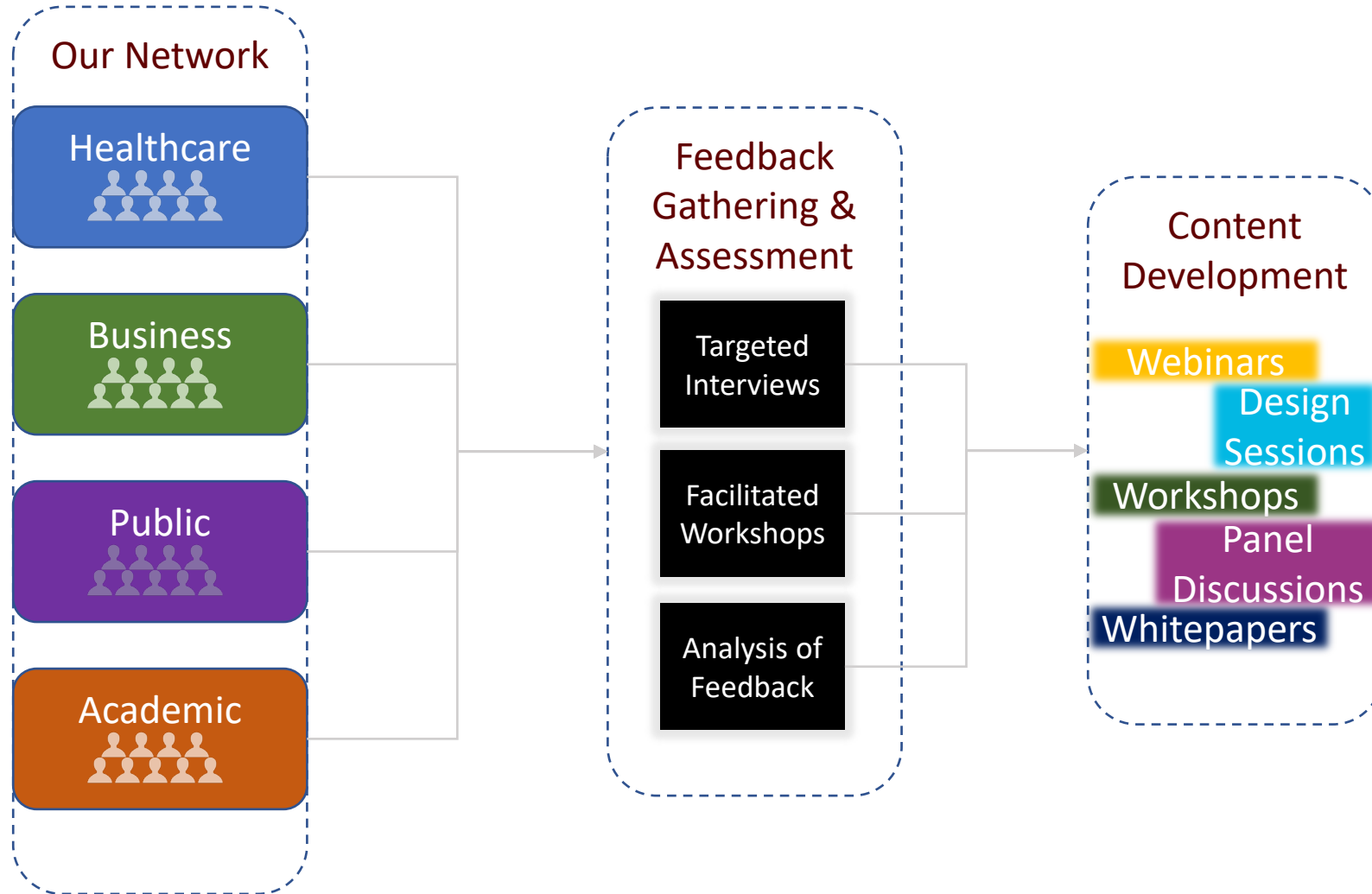
We developed effective negotiation strategies to guide licensing, clinical collaborations, financing, and marketplace analysis. Our work was applied through professional communications, executive leadership strategy development, and facilitated interactions with US federal research laboratories technology transfer authorities for a joint development activity (i.e., CRADA). Our understanding of federal laboratories licensing policies, and connections to key decision makers accelerated decisionmaking.

HOW WE ADD VALUE

MILESTONES

- 🌟 February 2019 - Successful licensing of CB1 molecules from NIH for Prader-Wili and type I diabetes indications
- 🌟 May 2020 - Completion of Series A raise of \$35M
- 🌟 August 2020 - Phase I clinical trials initiated
- 🌟 October 2020 - Additional licenses from NIH for idiopathic pulmonary fibrosis and pulmonary fibrosis in Hermansky-Pudlak Syndrome

OUR UNIQUE APPROACH



HOW WE DO IT

Innovation Horizons' leadership has an extensive, trusted network of experts from healthcare, business, public, and academic sectors.

Combining that network's willingness to aid in problem solving with our unique feedback gathering and analyses (which implement our best innovation methodologies), we conduct targeted interviews and process information received for meaningful insight.

We then use our years of innovation material development experience to create meaningful content (workshops, webinars, whitepapers, panel discussions, and more) in a short time, that speak specifically to the problems your organization wishes to solve.