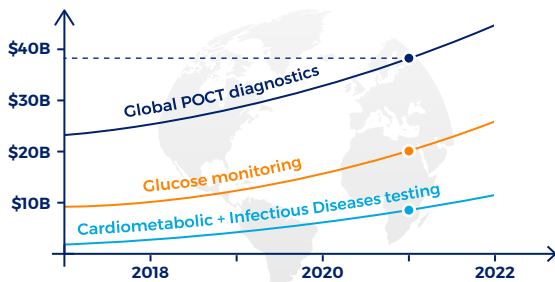


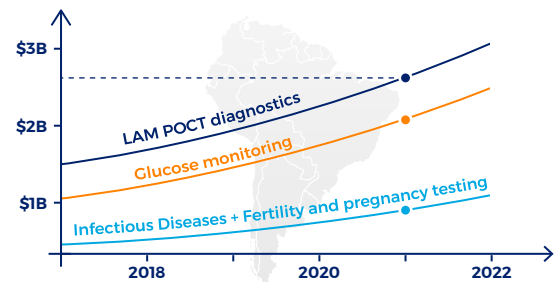
Assessment of POCT Device Potential And Definition of a Go-to-Market Strategy for Selected Countries in South America

Our client, an Asia-based medtech company with a novel POCT (point-of-care testing) solution, wanted to understand the best market access strategy to enter into Latin America - a region with little data available in this space. Here is a glimpse of the methodology used by Alira Health to shed light on the region and help illuminate our client's path forward.

1. POINT-OF-CARE TESTING (POCT) MARKET OVERVIEW *Global vs LATAM market, top-selling products*

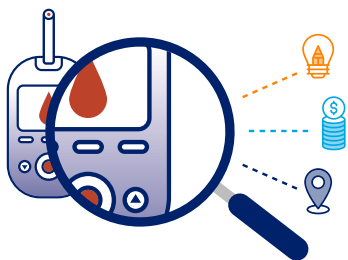


The global POCT diagnostics market is estimated to reach **\$38.13 billion by 2021** with a **CAGR of 10%** from 2017 to 2022.



The Latin America POCT diagnostics market is estimated to reach **\$2.6 billion by 2021** with a **CAGR of 10.9%** from 2017 to 2021.

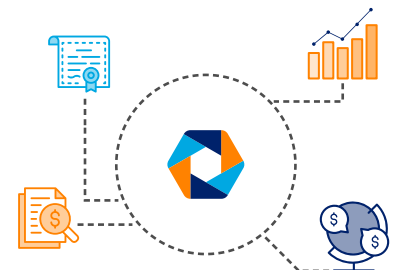
2. METHODOLOGY *Analysis, Evaluation of the trends, Definition of strategy*



High level analysis of POCT device technology, value proposition and positioning in the market.



Assessment of relevant epidemiology, local healthcare trends, competition, market drivers and restraints.



Go-to market strategy through the evaluation of commercial channels and a detailed P&L for each geography.

3. EVALUATION OF THE TARGET AND THE BUSINESS PLAN *Model, Growth plan, Recommendations*



Identification of key channels to penetrate the market for each of the selected countries.

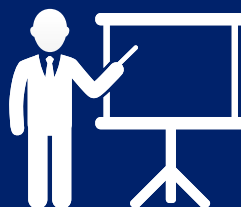


Implemented a score rating to establish market prioritization between the selected countries.



Developed detailed P&L for each of the selected countries.

Alira Health can help you enter new market with confidence. Our integrated teams, domain expertise and global network can help identify opportunities and **establish a successful go to market strategy.**



Please contact us for more information

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