

LaVoieHealthScience Forms Strategic Alliance with Bioscience Valuation BSV GmbH

BOSTON/NEW YORK/Grainau, Germany – June 22, 2020 — LaVoieHealthScience (“LHS”) and Bioscience Valuation BSV GmbH (“BSV”) today announced a strategic alliance between the two firms. The alliance combines LHS’s expertise in strategic communications for companies at the forefront of health and science innovation with BSV’s skill in providing strategic valuation assessments for life science companies. The strategic alliance is the second signed in 2020 for both firms. On January 9, 2020, LHS inked a global strategic alliance with Omnicom Public Relations Group (OPRG), a division of Omnicom Group (NYSE: OMC), bringing clients a broader set of integrated health-and science-experienced teams.

Bioscience Valuation provides evidence-based value, commercial, R&D, and economic assessments to pharmaceutical and biotechnology companies to support investment and partnering decisions. With more than 500 life-science and healthcare consulting engagements undertaken by BSV since its founding in 2000, the firm’s evidence-driven analyses help company management validate and communicate the value of their businesses to stakeholders and investors.

“Our strategic alliance with BSV will ensure that LHS clients have a roadmap for understanding the value of their strategic assets,” said Donna L. LaVoie, President, CEO, and Founder of LaVoieHealthScience, “We look forward to working with Joachim and the BSV team to help our clients succeed, by helping them effectively communicate their true value proposition to investors, licensing partners and other key stakeholders.”

Dr. Joachim Greuel, MBA, Managing Director and Co-Founder of Bioscience Valuation BSV GmbH said, “We are excited to work closely with LHS and their clients. Companies must be able to communicate the value of their products based on market evidence to succeed in the life science sector. This strategic alliance will help LHS’ clients maximize value in licensing deals and funding rounds, optimize investment decisions, and better assess the competitive landscape. And it will give our clients access to LHS’ strategic communications and IR programming capabilities to communicate their company’s value proposition to the marketplace.”

About LaVoieHealthScience

[LaVoieHealthScience](#) partners with leading health and science brands to build value for their companies, attract capital and reach key stakeholders through integrated communications, relationship building and marketing. The firm provides strategic consulting, public relations and investor relations to build recognition and increase sales and value for health science innovations and has two trademarked methodologies for its strategic communications’ advisory services. The agency has received over 50 awards in recognition of the work done by its strategic thinkers for health and science industry-leading clients. LHS was inducted in the 2018 Inc. 5000 Hall of Fame List of Fastest Growing Private Companies, as well as ranked on the *O’Dwyer’s* list of [2020 Healthcare Public Relations Firms](#) and *Boston Business Journal’s* [Largest PR Firms in Massachusetts](#).

About Bioscience Valuation BSV GmbH

Founded in 2000, [Bioscience Valuation BSV GmbH](#) is a leading life science valuation company operating on a global scale. The company uses its sharp quantitative analysis skills to help clients in the healthcare

sector assesses the economic value of their products and communicate the findings in an optimal way. The services provided by Bioscience Valuation form the foundation for a well-informed, highly rational and value-maximizing strategic decision-making process and a persuasive evidence-based valuation of their biotech or pharmaceutical products.

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