Salus Alba
Pharmacoeconomics
& HTA Consultancy

THE TOLLEY HEALTH ECONOMICS
Strategic consulting in health economics and market access

POLICY matters

Athena Market Access Solutions Ltd.

Getting NHS Market Access for Medicines – What's New?

Chandos House, 2 Queen Anne Street, London W1G 9LQ
4th September 2019 from 15.00 – 18.30h, followed by drinks and canapés

Expert insights and updates on the UK market access landscape
and how to get payers to fund your products.

Speakers include highly experienced experts from the National Institute for Health and Care Excellence (NICE) and expert consultancies. This meeting is designed for senior executives and market access leads with an interest in and a need for market access for their products.

Registration is essential and places are limited so an early response is recommended.

15.00	**Registration and refreshments**
15.15 - 15.25	Welcome and introductions
15.25 - 15.50	The emerging access and uptake landscape in England
15.50 - 16.10	How do requirements differ for regulators and HTA?
16.10 - 16.45	Getting it right for NICE – what's new?
16.45 - 17.00	**Refreshment break**
17.00 - 17.30	Scotland: new developments
17.30 - 18.00	Getting your Phase III data right - NICE Scientific Advice
18.00 - 18.30	Panel discussion and Q&A
18.30	Summary and close
18.30	**Drinks, canapés and networking**

This is a not-for-profit event with a delegate fee of £95 plus VAT.
To register or for further information contact lucy.binding@policy-matters.com

Speakers

Dr Andrew Walker (Chair) - Director, Salus Alba Ltd

Andrew is a health economist at Glasgow University and Economic Advisor to the Scottish Medicines Consortium (SMC). Through Glasgow University he has carried out consultancy work for SMC since 2002 and has reviewed over 120 submissions and attended discussions of many others. This has included the discussion of effectiveness and cost-effectiveness evidence for a wide range of therapy areas including oncology, anti-viral, neurology, cardiovascular, musculoskeletal, ophthalmology, dermatology and anti-microbials. SMC's remit also covers medicines for rare diseases. Andrew has now moved on from providing review work and is now providing more general advice on issues of interest.

Jane Poyntz - Partner and Senior Consultant, Policy Matters LLP

Jane is a founding Partner of Policy Matters and is a market access specialist whose expertise ranges from working at the highest national level with senior stakeholders in Government, NHS England and HTA Bodies to local commissioner implementation. Jane has been shaping policy continuously since 2000 and has a unique skill set having been at the cutting edge of shaping the pharmaceutical industry's relationships with HTA bodies and playing an integral role in the development of HTA processes and methodologies. With an impressive network of stakeholder contacts and unrivalled insight into emerging policy, Jane is expert in supporting her clients to optimise opportunities and ensure their organisations are fully equipped to do business with the NHS.

Keith Tolley - Director, Tolley Health Economics Ltd

Keith has worked in academia (University of York – Centre for Health Economics and University of Nottingham), for several pharmaceutical companies and in consultancy. Keith is co-Director of Tolley Health Economics, a company set up in 2008 to provide strategic advice and consultancy in the use of health economic analysis, for the market access of pharmaceuticals. Keith has direct experience of health technology assessment as performed by NICE for England and Wales and the SMC in Scotland, and reimbursement and pricing issues in Europe. Keith is also a health economics assessor with the SMC, a position he has had since 2005, having previously been an industry representative on the SMC New Drugs Committee. In 2013 Keith became an assessor for the All Wales Medicine Strategy Group (AWMSG) and previously provided expert advice as part of the NICE Scientific Advice Programme.

Maximilian Lebmeier - Director, Athena Market Access Solutions Ltd

Max is a health economist and founder of Athena Market Access Solutions. Before establishing his company in 2016 he worked for over 10 years in Global, Regional and UK/Irish market access roles in the pharmaceutical industry. Max has worked on over 150 HTAs in a wide range of disease areas from very common conditions to very rare. Max has worked intensively with industry associations in the UK on HTA and market access. He has an extensive network of payers and HTA experts in key markets and, with Keith Tolley, is co-organiser of the 'Kendal Group' a network of 20 small businesses and independent professionals with expertise in all aspects of health economics and market access. He is a certified facilitator for the NICE Scientific Advice Medtech Early Technical Assessment (META) tool. Max is also co-founder of Aestimo Limited, providing early stage to market release innovation valuation and pipeline, portfolio and product growth strategies for entities working in health technology development.

Jenniffer Prescott - Associate Director – Planning, Operations and Topic Selection, NICE

Jen Prescott is the Associate Director for Planning, Operations and Topic Selection, working within the Centre for Health Technology Evaluation at NICE. Jen started working in the NHS in 2002 and spent the next few years working on the development and implementation of an Electronic Patient Record (EPR) system at a Lancashire based Trust. In 2007, she moved to NICE as a Project Manager, and in 2010 moved into the Associate Director position. Jen is responsible for the operational delivery of the NICE TA and HST programmes including the development and implementation of the new TA process and charging for appraisals in April 2018 and April 2019 respectively.

Gail Gartshore - Senior Consultant, Policy Matters LLP

Through a career straddling the public and private sectors, Gail has over 25 years' experience of working strategically at a senior level on market access, including horizon scanning, HTA, medical communications, research and analysis, and medicines management. Gail has broad experience and in-depth knowledge of market access activities in Scotland having worked in all areas within SMC. Since becoming a consultant, she has been pivotal in many successful HTA submissions, providing expert support and guidance to clients on all facets of the SMC appraisal process. Gail is skilled in crafting a compelling narrative around a product and its place within the treatment pathway and in ensuring that HTA submissions are focused, evidence-based and reflective of the competitive landscape.

Dr Emily Crowe – Senior Scientific Adviser, NICE Scientific Advice

Emily's role involves technical leadership on scientific advice projects and attending parallel scientific advice procedures with other HTAs and regulatory agencies. Emily also delivers educational seminars and contributes to business development for scientific advice. Emily has a PhD in biochemistry and an MRC postdoctoral research fellowship in immune cell biology. Previously, she worked as a research fellow in NICE guideline development at the Royal College of Physicians, and as coordinator of the MRC Network of Hubs for Trials Methodology Research.