

## Breaking into healthcare markets

Wednesday 24 May 2023, 2:30pm to 6:30pm

Sanger Suite and Garden Room, St John's Innovation Centre, Cowley Road, Cambridge, CB4 0WS

Link for registration: <https://onenucleus.com/civicrm/event/info?reset=1&id=1666>

### Key speaker biogs

#### **Dr Zoran Simic, Medical Director, Voisin Consulting Life Sciences**

As a Medical Director, Zoran is responsible for providing input and critical review of the clinical sections of a variety of documents for regulatory submissions. He plays a key role in reviewing clinical development plans and identifying Scientific Advice questions for regulators and joint regulator-HTA bodies, and in critically reviewing the information received from them. Zoran also provides expertise in responding to the issues raised by regulators during the assessment of applications and participates in the preparations for client presentations and for oral explanations.

Zoran brings to this role extensive experience across various therapeutic areas of medicine and disease prevention such as neurology and psychiatry, rare diseases, infectious diseases and vaccines. Before joining VCLS, Zoran spent over 10 years at the MHRA working as a Senior Medical Assessor and as the Biologicals and Biotechnology Unit Manager.

#### **Feza Haque, Associate Director – Medical Devices, Voisin Consulting Life Sciences**

Feza Haque is responsible for supporting companies in the development and implementation of global regulatory strategies for evaluation and marketing of their medical devices. This includes strategic positioning, roadmap developments and preparation (writing, reviewing and submission) of agency consultations and regulatory documentation to support market authorization approvals and certification of therapeutic products in the UK, EU and US.

Feza brings to the role several years of experience in implementing medical devices regulation. During her time at the Medicines and Healthcare products Regulatory Agency (MHRA), the UK regulator for medicines, medical devices, and blood components for transfusion, she developed expertise in safety monitoring and leading projects involving a wide range of devices, including those used in bariatric, active neurological and cardiovascular, orthopaedic wound care and facial and body contouring applications.

#### **Joop Tanis, Director of MedTech Consulting at Health Tech Enterprise (HTE)**

HTE's MedTech Consulting team provide tailored advice and support for medtech companies, healthcare organisations, universities and government programmes. They understand markets, provide insights, investigate health economics, facilitate connections, manage IP and advise on funding and regulation and conduct impact evaluations.

Trained as a Chartered Physiotherapist, Joop's clinical and managerial career in the NHS have given him a deep understanding of the clinical, organisational and financial levers that drive innovation in this complex healthcare environment. His experience connects clinical practice, organisational demands, medical technology and industry, to enable successful commercialisation of innovative solutions.

Previous roles include Head of Innovation at Health Enterprise East and Director of The Young Foundation's Health Launchpad innovation fund. Joop has founded several businesses in healthcare and outside. He is a business mentor at the Wayra/Telefónica digital incubator.