

Waseem Ahmed BSc PGCert PGDip MBA MCIM MEMWA PRINCE2

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Professional Summary

A highly successful freelance consultant with a strong focus on Market Access & Pricing and Reimbursement, who has over 15 years of progressive experience working within the pharmaceutical / medical devices / private healthcare sector. With strong in-depth and current knowledge of healthcare policy and market access systems I am able to work with clients on eliminating barriers to healthcare access. I achieve this through the identification and evaluation of product evidence and incorporation into Global, National and Regional market access / value creation strategies with ongoing assessment and adaptation of these strategies to address the evolving healthcare / payer environment.

Areas of Expertise

- International, National & Regional Market Access Strategy Development,
- Strategic Pricing – Experience of working with external quantitative data sets (IQVIA, DKSH, Zulleig) and internal (SAP), Dashboard creation including evolution index, pricing waterfall charts, price erosion. Excel and Tableau dashboards
- Global Value Dossier (Ability to refine GVD per evolving evidence or new indications and generate adaptations to support local submissions, Support GVD development for pipeline products),
- Payer Research, Clinician Research, Patient Research, Payer Advisory Boards, Qualitative and Quantitative methodologies
- Reimbursement Landscape Mapping & Pricing Analysis
- Development of HEOR arguments and Market Access Tools, Patient pathway mapping, Value proposition / Story development
- Systematic literature review for evidence development (Development of evidence generation strategies to address payer, physician and patient stakeholder messaging needs),
- Engagement with Health Technology Authorities Nationally & Internationally (NICE, SMC, AWMSG, NCPE, HAS, GBA, TLV, PBAC, CADTH, NOKC)

With a creative and analytical mind, I am able to assess fragmented pieces of evidence and draw conclusions and make recommendations which align with internal and external stakeholders at all levels. I have a strong interest in rare diseases / Orphan drugs and how to drive access in low income markets such as Bulgaria, Romania, India. I am an active member of the ISPOR Value Assessment of Medical Devices Working Group and regularly participate in regional and EU+ market access forums for programme updates, best-practice sharing and competency building. I am currently affiliated with PwC, Ernst & Young, PAREXEL, DIGIPHARM, MTRC, and Qualicis Market Research. I am an active member of the European Medical Writers Association and ISPOR Special Interest Group.

Therapy Area Exposure Includes: Cardiovascular, Allergy, Dermatology, HIV, Hepatitis, Substance Misuse, Urology, Women's Health, MSK, Mental Health – Depression, Schizophrenia, Bipolar, Asthma, Osteoarthritis, Neuroscience, Multiple Sclerosis, Diabetes, Oncology, Respiratory (COPD/Sleep Apnea)

Professional Experience

Global Market Access/Pricing & Reimbursement Consultant

01.04.13 - Till Date

- Providing strategic and operational leadership for development and execution of global market access & HTA projects.
- Responsible for assimilating global information and adapting it locally to support market access, pricing and reimbursement at a national and sub-national level
- Creation and implementation of affiliate driven health authority strategies
- Development of reimbursement / value dossiers for UK and EU5 Markets
- Development of pricing dashboards, Pricing analysis
- Health Economic Model Development in partnership with Imperial Health (Budget Impact / CEA Models),
- Service Evaluation / Pilot Projects – Protocol development and Project Implementation,
- ITP Submission,
- Working with Academic Health Science Networks to drive adoption and uptake of product,
- Business Case Template Development,
- Stakeholder Mapping, Patient Pathway Mapping
- Adaptation of Global Value Dossier for UK Market, Evidence Generation,
- NICE interaction and preparation for HTA Submission,

- Value Workshop Delivery, Value Proposition/Story Development
- Analysis of funding mechanisms / Reimbursement channels for product,

Project / Contract History

- Can be provided upon request

Previous Roles

Regional Head of Sales North UK – CareUK, (Healthcare Division)

01.05.12 – 12.12.12

Responsible for the sales & Marketing functions for the promoted services in the North, reporting to the Director of Healthcare.

6 Direct Reports, 1 Indirect Report

Key Contributions

- Delivery of 2012 North UK sales target of £11.5M EBIDTA
- Responsible for sales force effectiveness including territory sizing and alignment, sales training, personnel development, coaching and mentoring, restructuring and rewriting of the job description.
- Development of a regional sales & marketing strategy which covers multiple sites and multiple service streams in their respective markets resulting in month on month sales growth across all ISTCs
- Development of the CCG strategy anticipating and adapting as required for national and international policy, local and national customer requirements and patient expectations, leading on relationships with providers, patients and local authorities in clinical, research and education activities.

Boehringer Ingelheim – HIV Key Account Manager North UK

21.03.11 – 27.09.11

Key Contributions: Management of 20 key accounts, budget management of £8000 resulting in an increase in regional sales of £80,970 (2.6% growth), Partnership working with customers at Royal Hallamshire Hospital to redesign HIV care pathway resulting in increased sales of £15,980 (6.2% growth)

Schering Plough Pharmaceuticals Ltd (Multiple Roles)

10.10.03 – 21.06.10

Business Research Analyst, Strategic Partnerships Business Unit

Responsibility for strategic analysis and market research for Hepatitis and Substance Misuse product portfolio, with a focus on UK sales analysis and how this drives decision-making, forecasting brand revenues and providing input into operational and brand plans.

Key Contributions: Campaign development for Hepatitis C portfolio, Influenced and partnered in the development and shaping of brand, customer and organisational strategies, Translation of market research into clear concise messages highlighting economic value of Hepatitis and Substance Misuse Portfolio, National and Regional level analytics, Five year sales forecasting and strategic operational planning for Hepatitis C and Substance Misuse portfolio, Reporting to UK board level, National and International project experience

Field Market Access Manager

Working in partnership with multiple stakeholders including Primary Care / Secondary Care / Medicines Management / Practice Based Commissioning Consortia / Primary Care Trusts / Strategic Health Authority's.

Key Contributions: Account Segmentation and creation of market access strategy, Development of NHS aligned objectives and Joint Working with PBC groups, Patient Pathway Development, Prescribing Guidelines Development, 12-month project with 13 practices (60,000 patients) PBC group to expand current market contributing to an increase in sales of £34,469 (16.6% growth)

Medical Sales Specialist South &

West Yorkshire

Therapy Areas: Cardiovascular, Asthma, Allergy, Dermatology

Key Contributions: KOL development, Recognition for customer development and access, Representative of the Month & Cycle award, Growth of £1.7 M for Ezetrol in 4-year period post launch, Rank of Rank Champion for 2005 (120% SvT) and 2006 (104% SvT), Regional Sales Force Effectiveness Champion & Team Mentor, Exceeds Expectations grading for 2007 & 2008

Education

<p>The University of Glasgow MSc Health Technology Assessment</p> <ul style="list-style-type: none"> • Health Economics for HTA 	<p>April 2020 – Till Date</p>
<p>Scientific Institute for Medical Technology Assessment, Erasmus University Rotterdam Health Economics and Outcomes Research Foundation</p> <ul style="list-style-type: none"> • What is HTA and do we need it? • Concepts in health economics • Approaches to biostatistics • Introduction to epidemiology • Observational evidence and patient registries • Introduction to quality of life • Costs in economic evaluations • Orphan drugs 	<p>April 2020 – Oct 2020</p>
<p>Marksman Academy Certification Programme in Fundamentals of Health Economics and Outcomes Research (HEOR)</p> <ul style="list-style-type: none"> • Health Economics and Outcomes Research • Health Technology Assessment and Real World Evidence • Patient Reported Outcomes • Modelling and Simulation • Market Access, Pricing and Reimbursement 	<p>Jan 2020 – Till Date</p>
<p>INSEAD Business School Developing Emerging Leaders</p>	<p>April 2020 – May 2020</p>
<p>The University of Sheffield, Health Economics Department MSc International Health Technology Assessment, Pricing & Reimbursement PG Certificate in International Health Technology Assessment, Pricing and Reimbursement</p> <ul style="list-style-type: none"> • Methods and Processes in International Health Technology Assessment • Systematic Reviews and Evidence Synthesis • International Healthcare Systems and Reimbursement • Cost-effectiveness Modelling in International Health Technology Assessment • Economic Evaluation in International Health Technology Assessment • Randomised Controlled Trials to Support Reimbursement Decision Making • Pharmaceutical Pricing 	<p>Sept 2017 – Dec 2019 Dec 2019 (Pass) (Merit) (Pass) (Pass) (Pass) (Pass) (Pass) (Distinction)</p>
<p>Herriot Watt University Master of Business Administration</p> <ul style="list-style-type: none"> • Post Graduate Certificate in Business Administration • Post Graduate Diploma in Business Administration 	<p>01.01.08 – 09.06.10</p>
<p>APM Group</p> <ul style="list-style-type: none"> • Projects in a Controlled Environment Foundation Exam (PRINCE2) 	<p>17/02/10</p>
<p>Open University</p> <ul style="list-style-type: none"> • Fundamentals of Senior Management • Strategy • Post Graduate Certificate in Business Administration 	<p>June 2005 – June 2007</p>
<p>Manchester Metropolitan University</p> <ul style="list-style-type: none"> • BSc Hons Chemical Sciences 	<p>Sept 1998 – June 2002</p>

Additional Courses

- Reimbursement Systems for Pharmaceuticals in Europe - *ISPOR*
- US Payers – An introduction to their structures, Evidence Needs, And Decision Making Process - *ISPOR*
- Element of Pharmaceutical / Biotech Pricing - *ISPOR*
- Advanced Search Techniques for Systematic Literature Reviews in HTA – *York Health Economics Consortium*
- Introduction to Health Economics – *University of Oxford*
- Advanced Pharmaceutical Workshop - *NICE*
- How to develop evidence & commissioning for your medical device - *Medilink*
- Health Technology Assessment – *The University of Sheffield*
- The Secret Power of Brands **(83%)** – *University of EastAnglia*
- Negotiation & Conflict Resolution **(72%)** – *Open2Study*
- Understanding Drugs & Addiction **(86%)** – *Kings College London*
- Strategic Management **(85%)** – *Open2Study*
- Fundamentals of Clinical Trials **(89%)** – *Harvard University*
- Health & Society **(81%)** – *Harvard University*
- Health Inequalities **(Distinction)** – *The University of Sheffield*
- Diabetes – A Global Challenge – *University of Copenhagen*
- Innovating in Healthcare **(86%)** – *Harvard University*
- Market Planning & Strategy – *Cranfield Business School*
- Introduction to Marketing – *Wharton University*
- Introduction to Health Technology Assessment – *ISPOR*
- Risk-Sharing / Performance Based Arrangements in Central & Eastern Europe: Implementation of Managed Entry Agreements – *ISPOR*
- Risk Sharing/Performance Based Arrangements for Drugs and Other Medical Products – *ISPOR*
- Digital Transformation of Healthcare: Changing Roles and Sharing Responsibilities – *ISPOR*
- New Perspectives for Improving 21st Century Health Systems - *ISPOR*
- Market Access & Value Assessment of Medical Devices – *ISPOR*
- Why all the Hype? Nordic Data Explained – *ISPOR*
- Digital Real-World Evidence Generation Approaches in Rare Disease and Oncology – *ISPOR*

Hobbies & Interests

I enjoy reading autobiographies and photography. I have been fortunate enough to travel to various parts of the world and have enjoyed exploring architecture at its finest and experiencing different cultures. As an amateur chef I regularly push the boundaries on the fusion between Asian and English cuisine and like to host dinner parties to gauge feedback on my cooking. I enjoy outdoor sports such as climbing, football, golf and trekking.

References

“Waseem is an entrepreneurial, strategically-orientated and ambitious individual who succeeds in all that he undertakes. He has demonstrated sales success across a portfolio of products with enthusiasm and drive. Waseem is determined and focused and would be an asset to any organisation” – **Vice President & General Manager UK, Ireland & Nordics - Novartis**

Further references available on request