



Annie Jullien Pannelay - Pharma, Life Sciences Consultant/Public Speaker

Dr. Annie Pannelay is an international healthcare consultant. She studied business after receiving her Doctor of Pharmacy degree from Universite of Montpellier in France. She has unique hands-on experience across the ecosystem, including as hospital pharmacist, interacting with patients, working in the pharmaceutical industry and in healthcare banking. She built the healthcare consulting practice of the Economist Intelligence Unit, notably studying and contributing to elevate the debate around access to healthcare, innovation and trends in the ecosystem. She is currently working as independent consultant, working with pharma, services and healthcare companies across Europe, and regularly invited to speak at industry events.



Aurelio Arias - Engagement Manager, European Thought Leadership, IQVIA

Aurelio is Engagement Manager, in the European Thought Leadership team based in IQVIA's London office. His primary focus is on off-patent markets where he generates evidence-led insights with a view to spark high-level discourse in biosimilars, generics and value added medicines. He is considered a subject matter expert in these areas where he speaks at numerous conferences worldwide, presents to clients and engages in consulting projects in an advisory capacity. Prior to IQVIA, Aurelio has worked as a strategy consultant in both Life Sciences and Financial Services at LEK and Accenture. He has worked in R&D for Pfizer and GlaxoSmithKline while completing a Chemistry degree at Imperial College London.



Gauthier Bouche - Director Clinical Research, Anticancer fund

Gauthier Bouche, MD, MPH is the director of clinical research of the Anticancer Fund, a non-profit organization that has supported 15 repurposing clinical trials since 2010. Gauthier's main role is to ensure that high-quality repurposing trials are conducted efficiently to ultimately improve patients' outcomes.



Helen Lee - Administrator, Unit B5, DG Health and Food Safety, European Commission

Helen is an administrator in the European Commission working in the Directorate-General for Health and Food Safety, Unit B5 - Medicines: policy, authorisation and monitoring. She is working in the pharmaceutical strategy team. She joined the unit dealing with the pharmaceutical legislation in 2012 prior to which she had worked on food and nutrition related issues.



Arun Narayan - Chair of VAM sector group, Medicines for Europe, Head of Global Commercial Development, Viatrix

Arun has a successful and diverse track record in fast growing, multinational pharmaceuticals companies, covering international expansion, portfolio strategy, M&A/licensing and operations; plus an entrepreneurial stint.

WEBINAR 2 - What counts? Evaluation framework for added value of continuous innovation



Anke-Peggy Holtorf, PhD, MBA - Health Outcomes Strategies GmbH consulting agency

Anke-Peggy is the founder of the Health Outcomes Strategies GmbH consulting agency (www.health-os.com) with focus on value of healthcare products and related policy decisions for the in- and off-patent sector, reimbursement strategies, outcomes research and health economics, health technology assessment processes, payer interactions, product / device / service synergies. Recently, she contributed to projects related to improved decision processes for the adoption or listing of health technologies in emerging markets and she is currently engaged in initiatives for patient involvement in pharmaceutical R&D and health technology assessment. Anke-Peggy has also been appointed as evaluator at the EU-commission on multiple occasions including SME funding programs. She has published broadly, among others on subjects of evidence-based decision making and policies in healthcare. As member of the Health Technology Assessment international Association (HTAi) and the International Society of Pharmacoeconomics and Outcomes Research (ISPOR) she is engaged in the workgroups for Precision Medicines Value and Methods (ISPOR), for Digital Health (ISPOR) and for Patient and Citizen Involvement in HTA (as project coordinator for PCIG at HTAi).

Anke-Peggy has served as visiting faculty at the University of Utah between 2006 and 2007 and remains adjunct faculty in the Pharmacotherapy Outcomes Research Center at the University of Utah College of Pharmacy.



Zoltán Kaló, PhD

Professor of Health Economics

1) Center for Health Technology Assessment, Semmelweis University, Budapest Hungary

2) Syreon Research Institute, Budapest Hungary

Zoltán Kaló is a Professor of Health Economics at the Center for Health Technology Assessment of Semmelweis University in Budapest, Hungary. Before moving to Semmelweis University in July 2019 he was the founder and co-director of an international master program in Health Policy, Planning and Financing at Eötvös Loránd University (ELTE). Dr. Kaló is also the founder and leader of Syreon Research Institute, an international research corporation specializing in health policy, health economic modeling and technology assessment. He has 25 years of international experience in academia and industry, specializing in health systems design, HTA implementation, health economics and outcomes research, patient access and pricing policies of healthcare technologies. Dr. Kaló serves as a policy advisor to public decision-makers and global health care corporations. He is a Scientific Committee member of the Innovative Medicines Initiative 2 Joint Undertaking (IMI). He was a Director of the International Society of Pharmacoeconomics and Outcomes Research (ISPOR) between 2012-2014, and the Chair of ISPOR Central and Eastern European Network Executive Committee between 2013-2015.

Selected list of publications: <https://www.ncbi.nlm.nih.gov/myncbi/zoltan.kalo.1/bibliography/public/>



András Inotai - Assoc. Professor, Center for Health Technology Assessment, Semmelweis University and Syreon Research Institute

András Inotai PharmD, PhD, DrHabil is a graduate of Semmelweis Medical University in Budapest (PharmD, 2007), the Eötvös Loránd Science University in Budapest (Diploma in pharmaceutical policy and pharmacoeconomics, 2008), the Semmelweis University School of PhD Studies in Budapest (PhD in Pharmacoeconomics, 2011) and the Eötvös Loránd Science University in Budapest (Habilitation in Sociology, 2018). Dr. Inotai is a principal researcher of Syreon Research Institute and the Head of Pharmaceutical Policy Research. He has more than 12 years of research experience in pharmaceutical policy, pharmacoeconomics, health technology assessment and patient reported outcomes. With more than 10 years of teaching experience in various fields of health economics, Dr. Inotai is also an Associate Professor at Center for Health Technology Assessment at Semmelweis University, where he is responsible for teaching Pharmacoeconomics (graduate program) and an English language PhD course on Evidence based pharmaceutical policy decision making. Dr. Inotai was the president of ISPOR Hungary Chapter between 2014-15 and member of the ISPOR Central Eastern European Network Executive Committee (2013-2017). He was the co-editor of the ISPOR CEE Network Newsletter (2013-2017). He is author of 4 books, and more than 50 peer-reviewed scientific publications in health economics and pharmaceutical policy.

Selected list of publications: <http://www.ncbi.nlm.nih.gov/pubmed?term=Inotai%20A>



Tomas Tesar - Associate Professor, Faculty of Pharmacy, Comenius University Bratislava, Union Health Insurance Fund, Slovakia

Dr. Tesar is Head of the Department of Organisation and Management in Pharmacy at Pharmaceutical Faculty at Comenius University where he is an associate professor. He has a deep experience in health technology assessment and as payer was a member of the Reimbursement Committee for Drugs of the Slovak Ministry of Health for several years, acting on behalf of Union Health Insurance Fund. Tomas brings also his European experience was a Member of the Executive Board of the EUnetHTA JA3 project and Member of the group of experts concerning Pharmaceutical preparations EPD of the European Directorate for the Quality of Medicines in Strasbourg, France. Tomas was a member of European Surveillance of Antimicrobial Consumption (ESAC) project and Self-Medication with Antibiotics and Resistance Levels in Europe (SAR) project. Dr. Tesar holds a PharmD, a PhD, a MBA and a MPH. He is a member of the Committee for drug policy in Union Health Insurance fund.



Prof. Dr. rer.pol. Frank-Ulrich Fricke - Technische Hochschule Nürnberg, Germany

- Studies in business administration (Betriebswirtschaftslehre), University of Bayreuth and University of Kiel
- University of Bayreuth, working as a research associate in economics (esp. health economics) with Prof. Dr. Peter Oberender
- Member of the Management Committee at Medical Relations, a PR agency in health care, Cologne
- Head Health Economics at Novartis Pharma Germany, Nuremberg
- Managing Director and Co-Founder, Fricke & Pirk GmbH, Nuremberg
- Principal Health Economics, IMS Health Economics & Outcomes Research, Nuremberg
- Professor for Health Economics at Technische Hochschule Nürnberg Georg Simon Ohm, Nuremberg
- Deputy Member of the Arbitration Board on Drug Prices in Germany (Schiedsstelle nach § 130b SGB V) July 2011 to June 2015
- Member of the Arbitration Board on Drug Prices in Germany (Schiedsstelle nach § 130b SGB V) since July 2015 to June 2019
- Faculty Dean since 2017
- Member of the Arbitration Board on Drug Prices in Germany (Schiedsstelle nach § 130b SGB V) since July 2019 to June 2023



Donna Walsh - Executive Director of the European Federation of Neurological Associations (EFNA)

Donna became the Executive Director of the European Federation of Neurological Associations [EFNA] in June 2012. Donna's training is in Journalism, but she has worked with patient organisations in the neurological sector – in various roles – since leaving university. This included work with the European Migraine and Headache Alliance [EMHA] and the Migraine Association of Ireland [MAI], as well as being a representative to the Neurological Alliance of Ireland. Donna oversees the strategic direction of EFNA and leads in the creation and implementation of its annual workplan, projects and activities. Since joining EFNA, Donna has led the development of some of EFNA's current keynote initiatives such as its MEP Interest Group on Brain, Mind and Pain and Training Initiatives for Neurology Advocates. She is also active in representing EFNA and the neurology patient community externally, including as a current Board Member of the European Brain Council and as a Member of the European Academy of Neurology's European Affairs Sub-Committee.



Klára Marton MD, MBA - Vice-Chair VAM sector group, Medicines for Europe, Business Development Director, Egis

Dr. Klára Marton is the Business Development Director of Egis Pharmaceuticals PLC /Servier Group/, one of the top branded generic pharmaceutical companies in the CEE and CIS regions. Her priorities at Egis is leading international strategic business development, defining mid- and long-term pipeline consists of value-added products, commodity generics, biosimilar products, and digital patient solutions. She is also responsible for strategic partnerships, licensing-in and alliance management. Under her leadership the early involvement of customer insight in business development, especially patient insight has been established. She is leading the Digital Patient Solutions HUB. Before Egis, she worked as Business Unit Director with responsibilities ranging from marketing, sales to market access covering several therapeutic areas at originator companies. She is a Medical Doctor holding a Master of Business Administration degree.



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Monica Fletcher OBE - Honorary Research Fellow, Usher Institute, University of Edinburgh, FERS, FQNI, MSc, PGCE, BSc (Hons,) DipN, DipHV

Currently Advocacy Lead Asthma UK Centre for Applied Research (AUKCAR) , Partnerships & Sustainability Lead HDRUK Respiratory datahub BREATHE and a member of the faculty of the NHS Digital Academy. She was appointed as a Global Respiratory Medical Expert by GSK in 2017 (3 years) following 17 years as Chief Executive of Education for Health – an international medical education charity with a focus on respiratory health. Monica is passionate about engaging those living with respiratory disease in decisions about their health and was Chair of the European Lung Foundation for 4 years. She has been involved in numerous activities over the years including being the Chair and Founder of The UK Inhaler Group. Monica has experience of advocacy activity at a National, European and Global level through committee membership of the World Health Organisation Global Alliance Against Respiratory Disease (GARD), the American Thoracic Society Nursing Assembly, the European Respiratory Society, the European COPD Coalition, and the International Primary Care Respiratory Group. Monica is Director of MonFletch Consulting.



Alessandro Monaco - European Innovation Partnership on Active and Healthy Ageing

Alessandro Monaco is an experienced healthcare manager and consultant with a strong scientific background. He has an International Executive MBA from HEC (Paris, Berlin, Doha, Singapore) and received a PhD in Haematological Sciences and a Post-Doctoral Fellowship at the National Institutes of Health (NIH), Bethesda-MD, where he

coordinated multiple Precision Medicine research projects. He gained institutional experience in Pharmaceutical Policies, Regulatory Affairs and Economic Strategies at the Italian Medicines Agency (AIFA) at an international level (collaborating with the European Commission and the European Medicines Agency). He is a senior consultant for several global pharmaceutical and healthcare companies. Areas of Expertise and Core Competence:

- Internationally educated expert in Healthcare and Pharmaceutical strategic management with extensive experience in international policies and regulatory affairs;
- Provides managerial and regulatory advice to support business activities (such as assessment and economic valuation), organizational transformation and marketing in the healthcare and pharmaceutical sectors;
- Strong scientific background (70+ scientific publications, H-index:19) with specific focus on Biotech and Precision Medicines to identify top-notch innovation in high potential ventures and products for Venture Capital investment.



Job van Boven - Assistant Professor, University of Groningen

A/Prof. dr. Job FM van Boven is a health economics & real-world drug outcomes expert specialised in lung diseases. He is the founding director of the Medication Adherence Expertise Center Of the northern Netherlands (MAECON) and Chair of the European Network to Advance Best Practices & Technology on Medication Adherence (ENABLE) COST Action 19132. He is Principal Investigator at the Groningen Research Institute for Asthma and COPD (GRIAC) and leads the research group on Cost-effective Respiratory Drug Use at the University Medical Center Groningen.

He obtained his PharmD and PhD at the University of Groningen (The Netherlands), where his thesis focused on the cost-effectiveness of adherence enhancing interventions in patients with COPD. After his PhD research, he completed fellowships at the University of Colorado (USA), Monash University (Australia) and the Hospital Universitario Son Espases (Spain). He is (co)author of >100 scientific publications, supervisor of 9 PhD students and received several research prizes & grants (totalling >€6 million). Having interest and wide experience in both medication adherence and health economic methods, his mission is to find novel, cost-effective ways to make better use of our respiratory medications in order to maximize both patients' and societal benefits. Amongst others, his research aims to provide evidence for optimal implementation of drug-device technologies (digital inhalers, electronic pill bottles and smart spacers) in daily clinical practice.



Mark Milton-Edwards - VAM Sector Group, Medicines for Europe, Head of Health Solutions, Digital Health, TEVA

Mark is responsible for the Health Solutions within Digital Health at TEVA Pharmaceuticals. Over ten years with TEVA and prior to that sixteen with AstraZeneca. Mark has held various positions including R&D Project Leader, VP Sales & Marketing, Strategic Planning & Business Development, and Global Brand Lead. Graduated in Aeronautical Sciences and completed his MBA at Durham University, UK. During his career he has led technology & especially inhaler development teams through engineering, CMC characterisation, clinical evidence generation, registration within US, EU and International Markets and ultimately to successful global launch. Total Brand Leadership value >\$2.5bn. Mark has numerous patents granted and pending in electronic communications, sports technologies, inhaled pharmaceutical development, and respiratory physiological function & predictive AI. Mark is the inventor of Digihaler®, the first FDA approved digital inhaler with built-in sensors.