

# Authors

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## Haythem Ammar

Haythem Ammar is a PharmD specialized in pricing, reimbursement, and market access as he holds a postgraduate diploma in European Market Access from Université Claude Bernard Lyon I as well as five years' experience in Market Access Consulting for the Pharmaceutical Industry. He holds an MSc from the EM Lyon Business School and a Master of Marketing from East China Normal University in Shanghai. Besides, Haythem has experience in EAP in Europe and strong relationships with key stakeholders at hospital levels and Health Authorities in France. He already participated in the successful launch of orphan drugs into the French market. Haythem's research interests include oncology, hematology, neuromuscular diseases, and rare diseases.

## Barry A. Bleidt

Dr. Bleidt is a Professor of Sociobehavioral and Administrative Pharmacy at Nova Southeastern University. He received his BS Pharmacy from the University of Kentucky, PhD in Pharmacy Healthcare Administration from the University of Florida, and his PharmD from Xavier University of Louisiana. Barry has forty years of professional experience in preventing drug problems and substance misuse. Dr. Bleidt served fourteen years as Chair of the Program Committee for the Alcohol, Tobacco, and Other Drugs Section of the American Public Health Association and three years for the Pharmacy SPIG, twenty-three years as the parliamentarian of the American Association of Colleges of Pharmacy, and nineteen years as the Director of Continuing Pharmacy Education for the National Pharmaceutical Association. He currently serves as the Secretary for the NPhA Foundation and as a Delegate to the USP Convention for NPhA. Dr. Bleidt has delivered over 400 presentations and published nearly fifty works. Some of his publications include the books: *Clinical Research in Pharmaceutical Development*; *Multicultural Pharmaceutical Education*; and *A Guide to the Top 200 Drugs*. Dr. Bleidt was inducted as a Fellow into the APhA Academy of Pharmaceutical Research and Science in 2015 and as a Fellow of the National Pharmaceutical Association in 2016. He received the 2013 Chauncey I Cooper Award (the highest honor bestowed by the National Pharmaceutical Association), 2007 Award for Innovative and Exemplary Contributions to the NPhA Foundation, the Ilene B. Stiff Local Association President's Award as the leader of the Virginia Pharmacists Association Local Association of the Year (2001), the James M. Tyson Award (2nd Highest Honor from NPhA (2001)); and the American Public Health Association Leadership Award from the Alcohol, Tobacco, and Other Drugs Section (2000). He currently resides in Ft. Lauderdale, Florida.

## Zafer Çalışkan

Zafer Çalışkan received his PhD in Economics from Hacettepe University Department of Economics in 2004. He is currently Associate Professor in the Department of Economics at Hacettepe University. From 2014 to 2016 Dr. Çalışkan was Vice Dean of the Faculty of Economics and Administrative Sciences. Dr. Çalışkan is member of Medical and Economic Evaluation Commission of the Social Security Association (SGK) of Turkey. He is also president-elect of ISPOR Turkey Regional Chapter. Dr. Çalışkan has extensive teaching and research experience in microeconomics, health economics, pharmacoeconomics, health technology assessment, hospital economics, and health systems finance. His current research is mainly focused on burden of diseases.

## Gülpembe Ergin Oğuzhan

Dr. Gülpembe Ergin Oğuzhan graduated from the Health Administration Department of Faculty of Business Administration at Hacettepe University in 1998. She started to work as a research assistant at Hacettepe University in 2001. She completed her master degree in 2003 and PhD degree in 2009 in Health Administration Management at the Faculty of Health Sciences at Hacettepe University. She started working at Polar Health Economics & Policy as a R&D specialist and business development specialist in 2009, and she worked as a director until 2015. Since 2015, she has worked as an assistant professor at Ondokuz Mayıs University. She has experience as a project manager along with analyses and reporting of the evaluation of healthcare expenditures. She has been the charter member of Association of Health Economics and Policy (SEPD) since 2009. Her field of interests include health services finance, clinical and economic data analysis, health economics and policy, cost accounting and health technology assessment.

## Anke-Peggy Holtorf

Anke-Peggy is the founder of the Health Outcomes Strategies. Her areas of expertise are value of healthcare products and policy decisions on healthcare products for the in- and off-patent sector, reimbursement strategies, outcomes research and health economics, health technology assessment processes, payer interactions, product/device/service synergies. In addition, she is engaged in patient involvement initiatives. 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, where she in addition to her academic contributions participated as investigator in a variety of outcomes studies. She has published broadly, among others on subjects of evidence-based decision making and quality control 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 Patient and Citizen Involvement in HTA, for Precision Medicines Methods and for Health Technology Assessment for pharmaceuticals, medical

devices, and diagnostics. Dr. Holtorf has also been appointed as evaluator at the EU-commission on multiple occasions including SME funding programs and serves on the permanent accreditation boards for university programs in Germany. Dr. Holtorf obtained her PhD in natural sciences (Dr.rer.nat) from the University of Marburg (Germany) and her MBA from the University of Birmingham (United Kingdom), and she is certified for work in governing councils/administrative boards (Switzerland). She looks back on over 25 years of experience in the pharmaceutical and chemical industry in research and marketing with global responsibilities. Among others, she was responsible for the global Disease Management strategy and activities of Novartis Pharma, AG. Between 2000 and 2004, Dr. Holtorf managed the biotech business unit of a mid-sized Swiss chemical company and held a seat in the executive committee. Previously, she was responsible for technical development in the field of products of biologics in mammalian cell culture in the pharmaceutical industry.

### Rabia Kahveci

Assoc. Prof. Dr. Rabia Kahveci is currently the Head of Ankara Numune Health Technology Assessment Center in Ankara, Turkey. The Center covers hospital-based HTA, real-world evidence, research and development and innovation. She previously worked in the Turkish Ministry of Health as a member of pharmaceuticals' reimbursement committee, and continues to hold advisory roles around HTA at the national level. She served as the founding President of the Turkish Evidence-Based Medicine Society for eight years. She is a Director of HTAi, Chair of Developing Countries Interest Group of HTAi, and Chair of the Eurasian HTA Initiative. She is a medical doctor, specialized in family medicine, holds a master's degree in HTA, and an associate degree in management of health institutions.

### Guvenc Kockaya

Dr. Guvenc Kockaya is a medical doctor and health economist. He received his Master of Science degree in Pharmacoeconomics & Pharmacoepidemiology from the Yeditepe University and his Doctorate degree in Clinical Pharmacology and Medical Pharmacology from the Istanbul University. He completed the European Market Access Diploma Program at Lyon-1 University and studied as a short-term fellow at the Temple University Center for Pharmaceutical Health Services Research. He established the ISPOR Yeditepe University Student Section. In 2011, he became the first Turkish citizen to be awarded the "ISPOR Meeting Travel Scholarship Award". He has several articles and posters that have been published in national and international journals or presented at national and international congresses. He served as the Turkish translation editor of Bootman's *Principles of Pharmacoeconomics* and WHO's *Health Technology Assessment in Medical Devices*. He worked for Ministry of Health of Turkey as health economist and was a member of Medical and Economic Evaluation Commission, which evaluates pharmaceutical reimbursement decisions. He also worked as head of market access or health economics

department in pharmaceutical & medical device companies for Turkey and Middle East countries. He is the President of the Health Economics and Policy Association (HEPA) and plays an active role in the development of health economics in Turkey; he is a member of scientific advisory board of “Farmeconomia. Health economics and therapeutic pathways”. He is the editor of the books titled as “Pharmaceutical Market Access in Emerging Markets” and “Pharmaceutical Market Access in Developed Markets”. Currently, he works at CarthaGenetics, a Switzerland based consultant company as market access director for Europe, Turkey, Middle East and North Africa.

### Selcen Öztürk

Dr. Öztürk completed her undergraduate education at the Gazi University – Department of Economics in 2006; he received her Master degree from the Hacettepe University – Department of Economics in 2008. Dr. Öztürk completed her PhD education in the field of Economics at the University of Sheffield in 2012. Since 2012, she has worked at Hacettepe University. Her field of interests include microeconometrics, regional economics, labor economics and health economics. Dr. Öztürk has worked as an assistant professor since 2014.

### Carme Pinyol

Carme holds MD degree from the Autonomous University of Barcelona, a PhD on Economics from the Castilla-La Mancha University, an MSc in Pharmacoeconomics and Health Economics from the Pompeu Fabra University, an MSc in Health Research from the Castilla-La Mancha University and an Executive Program Degree from the ESADE Business School. She practiced as a Physician until she joined the pharmaceutical industry. She has more over 30 years’ experience in the pharmaceutical industry. At Bayer, Carme has held various positions related to clinical research and health economics/market access working in different areas including oncology, cardiovascular, rare diseases, ophthalmology, diabetes, etc. Finally, she was the Head of Market Access for Spain since 2012. For two years she was Principal HEOR at IMS for Spain, Portugal, and Italy. And, after that, she was founder and director of INNOVA-strategic consulting. Currently, she is the Head of Pricing and Market Access for the Southern Europe at Pierre Fabre. She has frequently been invited as a speaker by several Spanish Universities to courses and seminars on clinical research and health economics. She has also authored more than 60 communications in international and national congresses and more than 20 papers in national and international peer-reviewed journals. She is former director of “Revista Española de Economía de la Salud”. She is also a reviewer for the journals *Gaceta Sanitaria*, *Value in Health* and *European Journal of Health Economics*. Carme is the President of the ISPOR Regional Spain Chapter and a former member of the Board of the Spanish Association of Health Economics (AES).

## Lorenzo Pradelli

Lorenzo Pradelli is medical director at AdRes Health Economics and Outcomes Research srl, Torino, Italy. He is in charge of the design, development and management of pharmaco-economic researches, with particular reference to the medical and scientific aspects. He is member of the scientific board of *Farmeconomia. Health economics and therapeutic pathways*, published by SEEd. He's author and co-author of more than 30 articles on pharmaco-economics, including original scientific papers in peer-reviewed journals, oral communications and poster presentations at national and international congresses. Dr. Pradelli is member of the International Society for Pharmacoeconomics and Outcomes Research (ISPOR).

## Mete Saylan

Mete Saylan received his medical doctor degree from the Istanbul University Medical Faculty, and he finished his specialization in psychiatry at the Istanbul University Psychiatry Department. He started his academic career with clinical research in neurosciences. In 2001, he joined pharmaceutical industry as clinical research physician, and he worked in medical and market access department of different international pharmaceutical companies. He is currently Market Access Director for Turkey, Iran, and Maghreb countries.

## Amir Sharaf

Dr. Sharaf is CarthaGenetics® International Business Development Director. He is a Medical Doctor with six years of medical practice in various settings, and five years' experience in Market Access Consulting for the Pharmaceutical Industry. His research interests include immunology, internal medicine, and oncology. His research focuses on diagnostic value of antibodies in connective tissue diseases, as well as regulatory and economic requirements for the market access of orphan and innovative drugs in the EU. Amir provides targeted methodology approaches for CarthaGenetics® projects, as well as scientific communications to the CarthaGenetics® team, to physicians and health authorities worldwide. Amir speaks English, French, and Arabic, and is based in Carthage, Tunisia.

## Nuno Silverio

Nuno Silverio is currently the head of Market Access and Governmental Affairs of Merck in Portugal. With initial training in Pharmaceutical Sciences from the School of Pharmacy of the University of Lisbon, he also has a post-graduation in the economic evaluation of medicines from ISEG and an MBA from AESE/IESE. He has close to 20 years of experience in the pharmaceutical industry, having worked in market access for Wyeth, Pfizer, and Merck, and also at Governmental level at Infarmed. He is an active member of ISPOR, APES (Portuguese Association of Health Economics) and APREFAR (Portuguese Association of Regulatory Affairs Professionals), having led this last organization as its president for a total of 6 years.

## Mondher Toumi

Professor Mondher Toumi is M.D. by training, M.Sc. in Biostatistics, and in Biological Sciences (option pharmacology) and Ph.D. in Economic Sciences. Mondher Toumi is Professor of Public Health at Aix-Marseille University. After working for 12 years as Research Manager in the department of pharmacology at the University of Marseille, he joined the Public Health Department in 1993. In 1995 he embraces a carrier in the pharmaceutical industry for 13 years. Mondher Toumi was appointed Global Vice President at Lundbeck A/S in charge of health economics, outcome research, pricing, market access, epidemiology, risk management, governmental affairs and competitive intelligence. In 2008, he founded Creativ-Ceutical, an international consulting firm dedicated to support health industries and authorities in strategic decision-making. In February 2009 he was appointed Professor at Lyon I University in the Department of Decision Sciences and Health Policies. The same year, he was appointed Director of the Chair of Public Health and Market Access. He launched the first European University Diploma of Market Access (EMAUD) an international course already followed by almost 350 students. Additionally, he recently created the Market Access Society to promote education, research, and scientific activities at the interface of market access, HTA, public health and health economic assessment. He is editor in Chief of the Journal of Market Access and Health Policy (JMAHP) which was just granted PubMed indexation. Mondher Toumi is also Visiting Professor at Beijing University (Third Hospital). He is a recognized expert in health economics and an authority on market access and risk management. He authored more than 250 scientific publications and communications and has contributed to several books.

## Albert I. Wertheimer

Prof. Albert I. Wertheimer, Ph.D., M.B.A., served as a Director of Lannett Co. Inc. since September 2004 until December 31, 2012. Dr. Wertheimer serves as Member of the Advisory Board of Clinication, Inc. He has a long and distinguished career in various aspects of pharmacy, health care, education and pharmaceutical research. Presently, Dr. Wertheimer is a professor at the School of Pharmacy at NOVA Southeastern University. Dr. Wertheimer also provides consulting services to institutions in the pharmaceutical industry. Dr. Wertheimer's academic experience includes professorships and other faculty and administrative positions at several educational institutions, including the Medical College of Virginia, St. Joseph's University, Philadelphia College of Pharmacy and Science and the University of Minnesota and Temple University. Dr. Wertheimer's previous professional experience includes pharmacy services in commercial and non-profit environments. He is a licensed pharmacist in five states and is a member of several health associations, including the American Pharmacists Association and the American Public Health Association. His academic responsibilities, he is the author of more than 30 books and more than 400 journal articles. Dr. Wertheimer holds a B.S. Degree in Pharmacy from the University of Buffalo, an M.B.A. from the State University of New York at Buffalo, a Ph.D. from Purdue University and a Post-Doctoral Fellowship from the University of London, St. Thomas' Medical School.

## Kally Wong

Kally Wong entered consumer and media research early in the career. She specialized in market analysis for the pharmaceutical industry about 15 years ago. She has worked in seven countries span across the Asia Pacific and Europe. Kally is now based in Basel, Switzerland.

## Fatma Betul Yenilmez

Fatma Betul Yenilmez has worked as a consultant on market access and health economics both for government and private sector since 2014. Her educational background also includes master degrees and lots of certificates in nursing, market access, and health economics. She published several scientific articles and posters in health economics and market access area.