



The Goffin Consultancy Ltd

Evidence-based Solutions for the Healthcare
Industry

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Our core expertise has always been in health economics and evidence-based medicine reviews. However we have successfully adapted our techniques into several commercial settings.

These include:

- Pharmaceuticals, biotechnology products and medical devices
- Medical Communications/ PR agencies
- Advertising agencies
- Private Equity

We also have a wide medical expertise in all aspects of medical and regulatory affairs and are able to assist smaller companies directly or on behalf of Private Equity / Venture Capital companies

We have been helping our clients since 1999 - can we help *you*?



Dr Richard Phillips MBBS MFPM MBA
Principal and Managing Director of the Goffin Consultancy Ltd

We are a consultancy, set up in early 1999, specialising in health economic analysis and systematic reviews of clinical data. We may be small but we have an unusual width and depth of experience of the pharmaceutical industry - and if we don't know, we almost certainly know someone who does!

We also have a wide medical expertise in all aspects of medical and regulatory affairs and are able to assist smaller companies directly or on behalf of Private Equity / Venture Capital companies

Depending on the project, we can bring in experts in a variety of fields including: medical affairs; market research, surveys; strategic planning; sales; market commercialization.

We have worked with a range of companies ranging from 'blue-chip' pharmaceutical companies to medical device companies; cosmeceutical firms to private venture companies

						Dunedin
 now part of Pfizer	 A member of the Barr Group	 now part of Sosei. Co. Ltd	Tae Associates	 Practical Management Solutions & Insights		
		 Leading Light for Life				
Obaji Skin Care		Lyfjathroun now part of Actavis	Botanical Development s Ltd		Munro & Forster	

In 2009, Richard became a founding partner of Clavicle Partners LLP (www.claviclepartners.com).

In October 2010, Richard became a founding partner of vita-bene Consulting (www.vita-bene.co.uk) to provide assistance to healthcare, medical device and cosmetics companies to responsibly commercialize their products

Some of the therapeutic areas in which we have been active

Schizophrenia	Depression and Anxiety	Local anaesthesia	Incontinence
Prophylaxis against serious cardiac events following PTCA	Hypertension and angina	Post-menopausal disease	Alzheimer's disease
Infectious disease	Post-operative pain	Female Sexual Disorder	Genital Chlamydial infection
Overactive bladder	Migraine	Arthritis	Benign Prostatic Hypertrophy
HIV/AIDS	Non-Hodgkin's Lymphoma	Severe Chronic Pain	Parkinson's disease
Malaria	Hepatitis	Cardiovascular Disease	Herpes Simplex Virus
Gum Disease			

<p>Typical example of a systematic review:</p> <ul style="list-style-type: none"> ∅ Literature searching ∅ Collating clinical evidence ∅ Extracting information ∅ Database analysis ∅ Apply meta-analytical techniques ∅ Provide clear report comprising suggestions, recommendations and an executive summary 	<p>A typical example of an economic model:</p> <ul style="list-style-type: none"> ∅ Literature searching ∅ Development of the economic model ∅ Simple cost models ∅ Decision analysis ∅ Complex analyses ∅ Provide clear report comprising suggestions, recommendations and an executive summary ∅ Where appropriate, further develop models for publication and/or computer models for use by the sales force. This could include training on the model and use of the software 	<p>The application of these to:</p> <ul style="list-style-type: none"> ∅ Assessment of the market ∅ Pricing and reimbursement – identifying UK, European and US pricing strategies ∅ Forecasting potential future sales. This has been particularly useful for smaller companies seeking licensees for their products or formulations ∅ Market Research – we have set up and conducted research surveys among medical specialists in Europe. These have largely been web-based. ∅ Medical input into successful commercialisation of products. ∅ Technical due diligence ∅ Assistance for companies seeking to license out drugs ∅ Assessment of healthcare companies for Private Equity Houses
<p>We have also acted directly or on behalf of private equity houses and venture capital funds in the capacity of medical director responsible for clinical and medical affairs</p>		

Why use the Goffin Consultancy?

Several reasons:

- We have the experience and flexibility to carry out projects quickly
- Dr Richard Phillips, the Principal and Managing Director of the Goffin Consultancy, supervises all projects. He brings a wide background in clinical studies, economic analyses and meta-analyses following nearly 20 years in the pharmaceutical industry as well as wide experience in presenting clinical and health economic studies both in print, at symposia and for training purposes
- We have experience of working with a range of companies ranging from small ones to the largest multinationals. We have also worked closely with a number of medical public relations companies. We always keep in close contact with the client to ensure that they can know important results as they come in but also to ensure that everyone is kept in the picture.
- We have developed a range of associate companies who are capable of handling all aspects of clinical development and commercialisation should the need arise.
- Sometimes you may not be sure that you need a full-time or permanent medical specialist. We can provide interim solutions to cover this
- Finally, and probably most importantly, we pride ourselves on the quality of our work. We are not afraid to give you the results whether they are good, bad or indifferent. Indeed, perhaps the most important thing to know early is that the potential of new products may not be realised but by knowing the goals, expensive clinical development can be avoided.
- We have worked with a number of companies in the capacity of medical director responsible for clinical and regulatory affairs

Titles of some reports*

- ✓ A Review Of The Epidemiology Of Urinary Incontinence
- ✓ A Review Of The Epidemiology Of Breast Cancer And Osteoporosis
- ✓ A Systematic Review Of Tricyclic And Serotonin Reuptake Inhibitor Antidepressants In Severe Depression And Melancholia
- ✓ Meta-Analyses Of Amlodipine In Hypertension And Angina
- ✓ A Systematic Review Of Doxazosin V Prazosin
- ✓ A Review Of Amlodipine And Felodipine
- ✓ A Review Of The Economic And Quality Of Life Literature On Olanzapine, Risperidone, Haloperidol, Clozapine And Ziprasidone
- ✓ Review Of The Cost Effectiveness Of Reopro (Abciximab) With Cost Modelling In UK, Germany, France And The Netherlands
- ✓ A Review Of Pain, Its Physiology And Management
- ✓ A Review of the Clinical and Economic Literature on Urinary Incontinence and Benign Prostatic Hypertrophy
- ✓ A Clinical Interpretation Of Data On Rofecoxib And Celecoxib
- ✓ A Systematic Review of the Naropin™ (ropivacaine) Clinical Database
- ✓ The Economics of Anticholinesterase Inhibitors in Alzheimer's Disease
- ✓ A Review Of Pain, Its Physiology And Management
- ✓ A Cost Model of the Management of Outcomes of Genital Chlamydial Infection in Females
- ✓ A Review of the Legal standing of Hydroquinone and its Importation into the United Kingdom
- ✓ A Systematic Review Of Three β -Blockers
- ✓ A Systematic Review and Cost Model of Opioid Drugs Used for Post-operative Pain
- ✓ A Systematic Review of Three Drugs for Overactive Bladder A review of adverse events associated with epidural opioids
- ✓ A cost model comparing the use of two drugs for urge incontinence
- ✓ A Review of the Literature on the Epidemiology, Quality of Life and Economic Burden of Overactive Bladder
- ✓ A Cost Model of the Management of Overactive Bladder in European Countries
- ✓ Core Value Document for (*confidential*) in HIV/AIDS
- ✓ Core Value Document for (*confidential*) in Severe Chronic Pain
- ✓ Core Value Document for (*confidential*) in Management of non-Hodgkin's Lymphoma
- ✓ A market review for a new formulation for use in Parkinson's disease
- ✓ Literature review of pegylated interferon and licensed antiviral therapies for chronic hepatitis b
- ✓ A Review of the potential market for a gel for use in Parkinson's disease and Restless Legs Syndrome
- ✓ A Review of (*confidential*) Ltd seeking funding for a MBO
- ✓ Briefing Paper on the Assessment of Drugs for Cancer
- ✓ A Review of Appeal Hearing Advice on Adalimumab, Etanercept and Infliximab for the Treatment of Rheumatoid Arthritis
- ✓ Review of the NICE decision on drugs for Alzheimer's disease
- ✓ Review of the clinical data and safety of a marine enzyme technology

*the majority of these reports have been for internal company purposes or used as part of submissions for regulatory approvals

Publications:

A list of publications is attached. For some products, I have set up clinical studies for a variety of purposes ranging from registration to marketing support. In addition, several of the economic studies have resulted in interactive computer programmes that have been used very successfully with clinicians, health authorities and governmental bodies. In addition, there are several reports that I have done for companies that have not been published for confidential reasons.

Feldene

Comparison of piroxicam with placebo in the management of pain after total hip replacement. Serpell MG, Thomson MF. (1989). British Journal of Anaesthesia. 63(3):354-6

A double-blind evaluation of topical piroxicam gel with oral ibuprofen in osteoarthritis of the knee. Dickson DJ. Curr Ther Res (1991);49(2):199-207

Diflucan

An open multicentre study of the efficacy and safety of a single dose of fluconazole in the treatment of vaginal candidiasis in general practice. Phillips RJM et al (1990) B J Clin Prac; 44(6): 219-222

The antifungal drug fluconazole: A review of 154 cases of opportunistic fungal infection. Phillips RJM, Morrissey E, Watson SA, Walsh R, Jevons SJ: Drug Dev (1991), 4(1),31-38

A study of the efficacy and safety of fluconazole in the treatment of vaginal candidiasis (FCA-UK-88-005). John J, Phillips RJM. Abstract: MSSVD meeting 17-20 June 1990 and British Journal of Clinical Practice, 1990

Single dose fluconazole in the treatment of Candida albicans balanoposthitis. Kinghorn GR, Woolley PD, (1990) Int J STD & AIDS;1:366-370

Multicentre comparison of one-day oral therapy with fluconazole or itraconazole in vaginal candidiasis. Rees TP, Phillips RJM. (1992), Int J Gynecol Obstet,37,(suppl):33-38

Vibramycin

A comparison of doxycycline and minocycline in the treatment of acne vulgaris. Harrison PV. (1988). Clin J Exp Derm;13:242-244

Chlamydia trachomatis in the fallopian tubes of women without laparoscopic evidence of salpingitis. Stacey C et al. (1990) Lancet;960-963

Sulbactam/Ampicillin

Morris DL, Jones JA, Harrison JD, Andrews GI, Phillips RJ, Slack RC. Randomised study of prophylactic parenteral sulbactam/ampicillin and cephazolin in biliary surgery: significant benefit in jaundiced patients. *Journal of Hospital Infection*. 13(3):261-6, 1989

Health Economics

Health Economics made easy. Phillips R. (1992) *BMA News Review* (Oct) 22-23

Making the most of your resources. Phillips R. (1992) *BMA News Review* (Nov); 24-25

Antibiotic treatment for paediatric streptococcal pharyngitis: model of costs in general practice. Phillips RJM, Stewart A. Poster at FEAT II, Istanbul Nov 1993

Antibiotic treatment for paediatric streptococcal pharyngitis: estimation of costs in general practice. Stewart A, Phillips RJM. *British Journal of Medical Economics* (1994), 7, 123-136

An Analysis of the Cost Effectiveness of Different Antifungal Prophylaxis Regimes in Bone Marrow Transplantation (BMT). Stewart A et al *Pharmacoeconomics* (1995)

Fluconazole v oral polyenes in the prophylaxis of immunocompromised patients: a cost-effectiveness analysis. (1996) *Journal of Hospital Infection*. Wakerley L et al. *J Hosp Inf* (1996), 33, 35-48

McIntosh, E; Clinical Audit "The Cost of Rheumatoid Arthritis", *British Journal of Rheumatology*, 1996;35:781-790

Forder, J., Kavanagh, S., Fenyo, A., (1996), "A Comparison of the Cost-Effectiveness of Sertraline versus Tricyclic Antidepressants in Primary Care", *Journal of Effective Disorders*, Vol 38 (1996) pp 97 -111

Cheah SY, Clark C, Goldberg L, Li Wan Po A, Phillips R. Outcome measures pooled index and quality of life instruments in rheumatoid arthritis. *Journal of Clinical Pharmacy and Therapeutics* (1996), 21:5, 297-316

Holmes J, Pagner K, Phillips R, Dempsey G. Managing Alzheimer's disease: the cost of care per patient. *British Journal of Health Care Management* (1998), 4;7:332-337

Stewart A, Phillips R, Dempsey G. Pharmacotherapy for people with Alzheimer's disease: a Markov-cycle evaluation of five years' therapy using donepezil. *International Journal of Geriatric Psychiatry* (1998). 13, 445-453

Phillips R. EBM – a buzzword or something useful? *Pharmaceutical Visions* (2001), Autumn

Phillips R. Instant Experts: Health Economics Pharmaceutical Marketing (2001)

Goldmeier D, Green J, Malik F, Phillips R. A retrospective review of the management of female sexual dysfunction patients attending St Mary's Hospital. International Journal of Impotence Research advance online publication 12 February 2004; doi:10.1038/sj.ijir.3901179

Role of cholinesterase inhibitors in dementia care - NICE's economic analysis has limitations. Richard J Phillips, Nick Bosanquet. BMJ 2006;333:603 (16 September)

The cost utility of solifenacin in the treatment of overactive bladder. P. Verboom, L. Hakkaart, R. Phillips, M. Al. 2007