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The Goffin Consultancy Ltd

Principal and Managing Director



The Goffin Consultancy Ltd

Evidence-based Solutions for the Healthcare Industry

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Undergraduate Qualifications
 MBBS - 1980 St Mary's Hospital Medical School, London

Postgraduate Qualifications
 Primary FFARCS
 Diploma in Pharmaceutical Medicine
 Fellow of the Faculty of Pharmaceutical Medicine
 MBA (Kingston Business School)

Professional Employment

1980 - 1981	NHS Medical and Surgical House Jobs in Cornwall and Lincoln
1981 - 1982	NHS Senior House Officer in General Surgery and ENT, Wakefield, West Yorkshire
1982 - 1984	NHS Senior House Officer in Anaesthetics, Wakefield West Yorkshire
1984	NHS Senior House Officer in Anaesthetics, Dewsbury, West Yorkshire
1984 - 1987	Medical Adviser, Pfizer Limited, Sandwich
1987 - 1991	Senior Medical Adviser, Pfizer Limited, Sandwich
1991 - 1993	Group Medical Adviser (anti-infectives), Pfizer Limited, Sandwich
1993 - 1996	Head of Health Economics, Pfizer Limited
1996 - 1999	Head of Outcomes Research, Pfizer Limited
1999 to present	Principal and Managing Director of The Goffin Consultancy Ltd
2009-present	Partner at Clavicle Partners LLP
2009 – 2010	Medical Director, enverdis GmbH

Currently I am the principal and managing director of the Goffin Consultancy Limited, which specialises in providing high quality evidence-based solutions to the pharmaceutical industry. The table below shows the range of companies I have worked with. In addition to pharmaceutical companies, I have worked with a number of agencies and private equity companies.

			
 now part of Pfizer	 <small>A member of the Barr Group</small>	 now part of Sosei Co Ltd	Tae Associates
		 <small>Leading Light for Life</small>	
Obaji Skin Care		Lyfjathroun now part of Actavis	Botanical Developments Ltd
			Dunedin
 <small>Practical Management Solutions & Insights</small>			Clavicle Partners
		Munro & Forster	

The types of work have ranged from developing health economics models, literature reviews and systematic analyses to reviews of company portfolios on behalf of a private equity house.

My work over the last few years has included advising a number of companies in the preparation and development of submissions for NICE/SMC submissions. Recently, I have been closely involved in the appeal and preparation for judicial review of an adverse decision from NICE in Alzheimer's disease as well as the continuing deliberations on this class of drugs.

In addition to the straightforward EBM and health economic work, I have been working with a number of companies in developing strategic and medical development plans for new products as well as developing and presenting training programmes for sales staff. In the case of an Icelandic company, I have been their medical director advising on early development programmes for their cod liver protease products

Over the last few years, at the request of a number of clients, I have developed an expertise in pricing and reimbursement and medical input into more general commercial issues. Recently, I have developed expertise in reviewing the portfolios of companies seeking funding from private equity houses. An extension of this has resulted in me becoming a founding partner of Clavicle Partners LLP (www.claviclepartners.com).

From 2009 until May 2010, I was Medical Director to enverdis GmbH, a German medical device company specialising in developing devices for use in cardiovascular disease.

Experience

While at Pfizer, I set up clinical trial programmes on Feldene (piroxicam) and its various line extensions, Vibramycin (docyclycline), Diflucan (fluconazole), Alexan (cytarabine) and Zithromax (azithromycin).

In terms of clinical trials, I have set up and successfully run studies with numbers ranging from 12 for pharmacokinetic studies to over 1000 in a post-licence pre-marketing trial.

Having worked in the industry for nearly 24 years, I gained wide experience of phase I to IV trials and regulatory affairs, having written a number of expert reports leading to product licences. I have also been closely involved in training representatives, dealing with opinion leaders in a variety of fields, briefing advertising agencies and presenting clinical results at scientific meetings. I have set up several clinical programmes, some of which have been pan-European. In addition, I have been asked to speak at many meetings on various aspects of Outcomes Research and evidence based medicine both in the UK and abroad.

Professional Organisations:

Full GMC registration

Member of the Royal Society of Medicine

Member of HESG

Honorary Senior Lecturer to Department of Health Policy, Planning and Management, University of St Andrews

Other interests:

Fencing at Mallard Fencing Club (www.mallardfencing.org.uk); webmaster for the Kent County Amateur Fencing Union (www.kentfencing.org.uk)

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

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

Therapeutic areas in which I have been involved:

Schizophrenia	Depression and Anxiety	Prophylaxis against serious cardiac events following PTCA	Hypertension and angina
Local anaesthesia	Incontinence	Post-menopausal disease	Alzheimer's disease
Infectious disease	Post-operative pain	Female Sexual Disorder	Chlamydia
Overactive bladder	Severe Chronic Pain	Non-Hodgkin's Lymphoma	HIV/AIDS
Non-Hodgkin's lymphoma	Parkinson's disease	Malaria	Hepatitis B
Migraine	Arthritis	Benign Prostatic Hypertrophy	Cancer
Aortic Aneurysm Devices	Coronary artery disease	Peripheral Vascular disease	Cardiovascular Medical Devices

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