

Dr Richard JM Phillips MBBS MFPM MBA

The Goffin Consultancy Ltd

Principal and Managing Director

**The Goffin Consultancy Ltd**

Evidence-based Solutions for the Healthcare Industry

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- Health Technology Assessment
  - Systematic Reviews of Clinical Data
  - Medical Writing
  - Literature Reviews
  - Health Economics/Outcomes Project management
  - Review of Clinical and HEOR plans for strategic fit
- Medical Affairs:
  - Medical Devices
  - Pharmaceuticals/Biotech
  - Cosmeceuticals
  - Working with PR/Med-Ed/medical Comms agencies
  - KOL development/Advisory Boards
- Clinical Development
- Medical Input into Commercial Affairs
- Capabilities:
  - Advanced MS Office – Excel, PowerPoint, Word
  - Mind mapping

Undergraduate Qualifications

17 May 2022

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

#### Postgraduate Qualifications

Diploma in Anaesthetics

Diploma in 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 (anti-infectives, rheumatology), Pfizer UK
1987 - 1991	Senior Medical Adviser, Pfizer UK
1991 - 1993	Group Medical Adviser, Pfizer UK
1993 - 1999	Head of Outcomes Research, Pfizer UK
1999 to present	Principal and Managing Director of The Goffin Consultancy Ltd
2009-2010	Director, Clinical & Regulatory, Zymetech ehf
2009 – 2010	Medical Director, enverdis GmbH
2012-present	Lead Associate of Volt Pharma Associates (VPA), now Phetairos
2020-June 2021	Chief Medical Officer, Perfexia Health Technologies

After a period in the NHS, I began my career in the pharmaceutical industry at Pfizer in 1984 where I worked for several years in medical affairs focusing on antibiotics, antifungals and rheumatology. This comprised the usual range of work including clinical studies, input into marketing and sales, approvals, KOL development and representative training. 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.

After gaining an MBA from Kingston University in the UK, I set up the HEOR function at Pfizer where I was involved in the development of several models in a variety of conditions which were used for HTA submissions and marketing purposes.

Currently I am the Principal and Managing Director of the Goffin Consultancy Limited, which has specialised 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, biotech and cosmeceutical companies, I have worked with several PR, medical education and medical communications agencies and private equity companies.

My work over the years has included advising several companies in the preparation and development of submissions for NICE/SMC submissions. For example, I was 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 several companies in creating strategic and medical development plans for new and established products as well as developing and presenting training programmes for sales staff and medical personnel.

Over the years, I have developed an expertise in pricing and reimbursement and medical input into more general commercial issues. This has included helping companies identify what is required in

their clinical development plans for future Health Technology Assessments which are increasingly required for reimbursement and marketing. I have also developed expertise in reviewing the portfolios of companies seeking funding from private equity houses.

Having worked in the industry for over 30 years, I have worked with a wide range of companies in the UK and Europe at all levels, in some filling European pricing director or medical director positions.

I have gained wide experience of setting up, managing and reporting on phase I to IV trials and regulatory affairs, written a number of expert reports leading to product licences, been closely involved in training personnel, dealing with opinion leaders in a variety of therapeutic fields, briefing and acting for advertising and PR agencies and, 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.

From 2009 until May 2010, I was Medical Director for a German medical device company specialising in developing devices for use in cardiovascular disease. This entailed medical input into commercial development and clinical and regulatory affairs and setting up and managing clinical trials. I have also been medical director for an Icelandic cosmeceutical company which specialised in using chymotrypsin, derived from cod livers, in various skin conditions. I have also been a clinical and HTA advisor for several PR, medical education agencies and private equity companies.

In 2012, I became an associate of the Volt Pharma Associates, now Phetairos. This is a network of freelance experts in various fields covering all phases of drug and medical device development. I head up the commercialisation group (VPAC) and sit on the Product Opportunity Evaluation and Maximisation (POEM) and Clinical & Regulatory Consulting Services groups.

In 2016, the Goffin Consultancy expanded to include a small team of highly experienced people who can provide market insights and high impact results from early clinical development through to launch to lifecycle management. We also understand the key stakeholder audiences and know how best to communicate your messages to influential audiences.

In 2020, I was the Chief Medical Officer of Perfexia (now Docme Technologies Ltd, a start-up medical software company where my role was to provide medical input into the development process, develop materials and apply for research grants and set up a clinical trial to obtain validation.

In summary, I have an extremely wide experience of the pharmaceutical, biotech, medical device industry working in a wide variety of therapeutic areas. My real interest is in working with companies and agencies, to identify ways to successfully promote and develop their products and projects in meaningful ways.

Professional Organisations:  
GMC registration

Some of the companies I have worked with

			
 now part of Pfizer	 <i>A member of the Barr Group</i>	 Now part of Sosei. Co. Ltd	Tae Associates
		 <i>Leading Light for Life</i>	
Obaji Skin Care		Lyfjathroun now part of Actavis	
			Dunedin
 <i>Practical Management Solutions &amp; Insights</i>			Munro & Forster
			
			
 <i>Trusted partner for pharma &amp; life sciences</i>	 Biotherapies for Life™		

## 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 for an intraspinal analgesic for severe pain
- ✓ 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  $\beta$ -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 an 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
- ✓ Reframing the Cost of Rheumatoid Arthritis (RA) in Eight European Countries
- ✓ Development of European Quality Standards for the management of a rare enzyme disorder
- ✓ A review of a NICE decision on a vaccine for meningococcal meningitis
- ✓ A review of the market potential for a radionuclide somatostatin analogue that can be used to treat metastatic gastro-entero-pancreatic neuroendocrine tumours (GEP-NETs)
- ✓ Quality standards for the management alpha-1 antitrypsin deficiency
- ✓ A Review of Drug Wastage in the NHS
- ✓ A summary of clinical data relating to a novel orthopaedic footwear
- ✓ A Review of the Actual versus Stated procedures used by NICE
- ✓ A Commercial Forecast Assessment for a German company considering taking over a UK generics company
- ✓ Literature searches for a company considering taking over companies interested in drugs for bone marrow transplantation and multiple sclerosis
- ✓ Development of Medical Education programme briefs for a German company

✓ A Review of the Data Availability for Developing of a Burden of Illness Model in DCM

Therapeutic areas in which I have been involved:

Schizophrenia	Depression And Anxiety	Multiple Sclerosis
Local Anaesthesia	Dermatology	Non-Hodgkin's Lymphoma
Infectious Disease	Female Sexual Disorder	Oncology
Overactive Bladder	Gum Disease	Osteoarthritis
Non-Hodgkin's Lymphoma	Hepatitis B	Pancreatic Islet Cell Transplantation
Migraine	Hepatitis C	Parkinson's Disease
Alzheimer's Disease	HIV/AIDS	Peripheral Vascular Disease
Aortic Aneurysm Devices	HSV-1 Infections	Post-Menopausal Disease
Benign Prostatic Hypertrophy	Hypertension And Angina	Post-Operative Pain
Bone Marrow Transplantation	Incontinence	Prophylaxis Against Serious Cardiac Events Following PTCA
Cardiovascular Medical Devices	Induction Of Labour	Rheumatoid Arthritis
Chlamydia	Malaria	Severe Chronic Pain
Coronary Artery Disease	Meningococcal B Vaccine	A-1 Antitrypsin Deficiency
Haemophilia		

Publications

Feldene

Comparison of piroxicam with placebo in the management of pain after 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/Other

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)

Wakerly L, Craig AM, Malek M, Hoffmeyer U, Lloyd A, Valette F, Phillips R, Zabihollah M. Fluconazole versus oral polyenes in the prophylaxis of immunocompromised patients: a cost-minimization analysis. *J Hosp Infect* 1996;33(1):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* 16, 130–134 (2004)

Phillips RJ, Bosanquet N. Role of cholinesterase inhibitors in dementia care: NICE's economic analysis has limitations. *BMJ* 2006;333(7568):603

Hakkaart L, Verboom P, Phillips R, Al MJ. The cost utility of solifenacin in the treatment of overactive bladder. *Int Urol Nephrol* 2009;41(2):293-8

Finch G, Bennett J, Placchi M, Phillips R. The Risks and Rewards of Developing Orphan Drugs. *Rare Disease Report*, Published Online: Wednesday, Jul 16, 2014

Finch G, Bennett J, Placchi M, Phillips R. Is Orphan Drug Status the Answer to Everyone's Prayers? *White Paper on Drug Development for Rare Diseases*, Volt Pharma Associates, June 2014.

Phillips, R., Fruijtjer, A. and Placchi, M. "Can Health Technology Assessment Be Used to Demonstrate Significant Benefit for an Orphan Medicinal Product in the EU?" *Regulatory Focus*. July 2016. *Regulatory Affairs Professionals Society*

Placchi M, Phillips R. *The Benefits and Pitfalls of Repurposing Drugs*. Volt Pharma Associates 2018

A Pre-Clinical Efficacy Study Comparing the Heart Rate and Respiratory Rate Obtained by Video Selfie with Those Obtained by Direct Measurement in Healthy People. Poddar P, Phillips R, Surolia R, Alon M. Data on file (<https://perfexia-data-room.s3.eu-west-2.amazonaws.com/IP%2BTech-documents/PRFX-2020-01-Pre-Clinical-Efficacy-Data-Study.pdf>)

Establishing the Socio-Economic Impact of Degenerative Cervical Myelopathy (DCM) Is Fundamental to Improving Outcomes [AO Spine RECODE-DCM Research Priority Number 8]. DOI: 10.1177/21925682211039835 (2022) (*In print*)

Goacher, E., Phillips, R., Mowforth, O. D., Yordanov, S., Pereira, E., Gardner, A., Quraishi, N. A., Bateman, A. H., Demetriades, A. K., Ivanov, M., Budu, A., Dyson, E., Wynne-Jones, G., Davies, B. M., Kotter, M., & NIHR POLYFIX-DCM Consortia (2022). Hospitalisation for degenerative cervical myelopathy in England: insights from the National Health Service Hospital Episode Statistics 2012 to 2019. *Acta Neurochirurgica*, 1–7. Advance online publication. <https://doi.org/10.1007/s00701-022-05219-5>