

# Rose Boylan

Phone: 438-889-3912 E-Mail: rosemarielboylan@hotmail.com

**HTA & Market Access Director | Healthcare Sales & Marketing Manager | Medical  
Writer/Speaker Patient Health | Digital Marketing**

**Languages: French & English**

An accomplished and business savvy healthcare professional with robust experience acquired over the years in delivering optimal results & business value in high-growth environments and establishing key relationships with Health Technology Assessment decision-makers worldwide & business segments globally (CADTH/INESSS/GBA/NICE/HTAi). Result oriented and self-driven health policy, market access, sales & marketing professional with years in transformational change launching pipeline market access operational processes using pharmaceutical industry best practices, marketing new products, digital marketing strategies/platforms for reengineering operational excellence, market access pipeline operational improvement 3 years pre-NOC worldwide, product launches, developing Harvard negotiation project best practices for payer risk-sharing agreements built into pipeline process improvement, health policy strategies for access and organizational change efforts.

Launch excellence driving digital, print and face-to-face healthcare solutions and technologies for health policy influencers, politicians, payers, government stakeholders & physicians in the Health Ministries across Canada. Received the Global Innovation Award for reengineering pipeline market access strategies. Highly skilled in building trust with stakeholders in the healthcare sector and Health Ministries scoring in the 100<sup>th</sup> percentile in interpersonal sensitivity, 92<sup>nd</sup>-100<sup>th</sup> percentile in critical reasoning, strategic intelligence & tactical execution. Over 8 years experience developing strategic plans in health policy, health technology assessment (HTA) reimbursement and market access fulfillment Canada, European Union, United States. Over 5 years experience as a Digital Marketing Solutions Manager for Merck and doing health advocacy for a patient organization to influence health policy & funding priorities. Over 10 years of people management & coaching experience.

Managed high-revenue portfolios for premium-priced high-end specialty medicines in rare & chronic diseases Trogarzo, Egrifta, Lucentis, Ilaris, Copaxone, MIBG, Lipitor, Zeldox, Relpax, Biosimilars, Spiriva, generic portfolios and many others: Integrating clinical, economic, societal rationales for fast-tracking access to medicines for patients. ISPOR (International Society of Pharmacoeconomics & Outcomes Research) trained on developing strategies for high-cost specialty medicines using BIA, cost-models. Initiated, developed, and executed marketing plans to increase market awareness, enabled effective selling, delivered differentiated value to customers, and met business unit financial goals. Medical writer & International Speaker: Issues related to public health, neuroscience & medical sociology. Consultant for Alpha sights worldwide on health policy changes and impacts to markets. Also the transferring of best practices market access, physician engagement/behavior change, pricing, risk-assessment/mitigation, strategy development, executional excellence drug launches. 2 senior-level positions in the pharmaceutical industry managing pricing, health economics outcomes research & clinical evidence packages for Health Ministries, Federal Governments. Developed all educational and learning materials for physicians and scientists relating to health economics, epidemiology and patient health outcomes. Exceptional written & spoken communication, presentation & interpersonal skills with proficiency at grasping new concepts quickly and productively utilizing the same.

**~ Managed and led the United States and Europe's strategy for growth in HIV by developing and writing business cases & HTA value dossiers 5 markets. ~**

**~ Lead team in the US and across Europe to influence and transform public health & policy environment for new HIV medicines. ~**

**~ Achieved success in getting funding and coverage through marketing efforts within 3-7 months in rare diseases like cystic fibrosis (10 governments & 80% of private insurers) ~**

**Skill Areas: Strategic & HTA Operations Planning, Project Management & Excellence in Reengineering Reimbursement Operations ♦ Excellent Oral & Written Skills ♦ Ability to Innovate & Benchmarking Global HTA Best Practices ♦ Strong Business Acumen & Negotiations ♦ Strategically Agile & Strong Sense of Urgency ♦ Global HTA Business Planning ♦ HEOR Price Value Preliminary HTA Submissions ♦ Process Improvement ♦ Strong Interpersonal**

*Skills ♦ Analytical Skills/Demonstrated Ability to Manage Complex/Diverse Relationships ♦ Team Leadership & High Degree of Initiative ♦ Excellent Communication Skills ♦ Ability to Lead Cross-functionally ♦ Critical Thinking ♦ Problem-Solving ♦ Time Management ♦ Attention to Detail ♦ Management Skills ♦ Government Relations*

## **PROFESSIONAL EXPERIENCE**

---

### **INSTITUTE BIOETHICS PATIENT ACCESS TO LIFE (Sept. 2019-Present)**

#### **Founder, Advisor HTA Global Best Practices, Price Value, Patient Advocacy Best Practices**

*The [www.institutebioethicspatientaccesstolife.org](http://www.institutebioethicspatientaccesstolife.org) is a non-profit organization that provides recommendations to Health Technology Assessment Institutions advice on new interventions and technologies that improve the health of patients. We provide advice to decision-makers, financial organizations and manufacturers through a lens of Socratic reasoning, clinical & critical reasoning using health economics, outcomes research, social determinants of health and bioethics.*

- Advisor for AlphaSights/Manufacturers/Academia for worldwide organizations for launching pipeline pharmaceutical products and strategically aligning clinical trial endpoints with HTA decision-maker needs before submitting for evidence review.
- Strategist for manufacturers, investment firms on price value, market access uptake based on global HTA best practices for launch pharmaceutical products based on clinical trial design weaknesses/strengths/opportunities/threats, health economic & outcomes research payer assessments and gap analysis based on CADTH, INESSS/EU HTA needs & projections on decision-maker outcomes pre-submission.
- Reviewer of clinical trial designs and assessor of price risks and developer of risk-mitigation strategies for weaknesses in clinical trial endpoints before negotiating with HTA authorities Canada (CADTH), INESSS, Germany (GBA), UK, Spain, Italy, USA and other.
- Medical sociology policy writer and speaker on patient needs for access. Policy writer for patient input for new CADTH interventions/technology reviews across different socially relevant areas.
- Member of HTAi (Health Technology Assessment International as a Bioethicist/Medical Sociologist for Women & Child Health Meeting discussions).

### **THERATECHNOLOGIES (Aug 2018 – Aug 2019)**

#### **Head Patient Access Commercial Operations Global Markets**

*Theratechnologies Inc. is a Canada-based specialty pharmaceutical company. The Company addresses medical needs to promote healthy living for human immunodeficiency virus (HIV) patients. Its products include EGRIFTA and Ibalizumab.*

- Managed functions pertaining to developing the senior pipeline HTA project management, launch framework for all EU 5 countries (GBA/NICE), Canada (CADTH/INESSS) & US across all cross-functional teams to prepare organizational change & launch sequence of new products.
- Reviewed clinical trial designs and assessed risks and mitigated them for endpoints before negotiating with HTA authorities Germany (GBA), UK, Spain, Italy and other.
- Developed strategies to align with governmental disease state and disease specific HTA & health policy challenges.
- Development of physician health practice strategies and tactics for reimbursement by transitioning HIV patients at risk with no other solutions to IV solution monoclonal antibody for multi-drug resistance HIV.
- Strategically developed plan for evidence generation to meet HTA decision-makers needs for the negotiation of price value and aligned HEOR plan and budget impact model outputs in anticipation of price value negotiations.
- Developed payer & HTA communication plans using evidence generation plan to obtain meetings for review of evidence before regulatory approval.
- Developed pricing strategy with health economic models and developed a preliminary negotiation plan strategy using best practices from the Harvard Negotiation Project. Trained team on the Harvard Negotiation Project before meeting with HTA authorities including the GBA/AMNOG.

- Developed all HTA prenegotiation, preliminary HTA reviews and submissions for evidence review, gap assessments and preliminary price negotiations.
- Developed education programs for physicians and payers to educate on multidrug resistance HIV. Developed health economic models and educational material for physicians, payers, health economists and managed care decision-makers. Developed patient education material on disease and risks.
- Developed strategic plan, positioning and lead the tactical execution of the reimbursement and access strategy for Europe starting with the successful execution of the German G-BA advice request.
- Developed learning and education material for physicians and KOLs to educate on reimbursement, risk, health economics and outcomes research for United States, Canada and European Union.
- Identified barriers to access and sales recommending strategies and process improvements to overcome them
- Supported and implemented a range of appropriate payer collaborations and innovative stakeholder engagements
- Implemented, constantly monitored and reported the progress of strategic projects
- Established decision-analytic models to improve health technology assessment outcomes for government payers, HTAi, HTA reviewers, 3rd party payers & patients
- Supported government agencies in their work to deliver health services and population health sustainability models enabling patients to meet human potential while protecting the most vulnerable
- Empowered decision-makers, leaders in healthcare, patient advocacy associations with critical tools, information, published studies in health economics outcomes research to enhance patient-reported outcomes to solve viral load in infected patients improving population outcomes
- Developed early access programs and assessed risks of programs in EU 5 countries for senior management.
- Designed and implemented the strategy that fulfills the objectives of the company while streamlining overall operations
- Developed business cases & brand value dossiers for the United States, Germany, U.K. Spain, Italy
- Identified and implemented improvements to current operations and workflows
- Developed the clinical, economic population-based value proposition for market entry & brand value messages of HIV medicines
- Leveraged evidence-based medicine, pricing policy, population health, epidemiology, health economics, outcomes research and the economic and clinical value propositions
- Facilitated the development of high-value health technology assessments (HTA) dossiers including G-BA Advice Request for key European markets
- Developed population-based pharmacoeconomic files for obtaining funding from Health Ministries and insurance companies and preparing new HIV medicine for market entry
- Completed preparation of launch plans for HIV medicine for the European Union with the launch sequence
- Developed policy, advocacy, economic, clinical strategies for obtaining market access for premium-priced medicines; integrating all domains medical/economic/social/civil & political implications in building the value story
- Managed to solve complex problems by primarily leveraging the systems and tools currently available to the organization
- Developed pricing scenarios and managed entry agreement strategies for US & EU5 countries for negotiations with economic models, value propositions.
- Lead, managed, developed, prepared all HTA submissions for U.S. & 5 EU markets.
- Achieved 80% coverage in the United States.

**MYLAN PHARMACEUTICALS (2016 – 2017)**  
**Director, Market Access and Government Affairs**

*Mylan NV is a global generic and specialty pharmaceuticals company domiciled in the Netherlands, with principal executive offices in Hatfield, Hertfordshire, UK and a "Global Center" in Canonsburg, Pennsylvania, US.*

- Responsible for leading the cross-functional project management multi-disciplinary team integration of 2 companies 2 separate type portfolios generics vs. branded medicines for all products, all teams, all launches Abbott mature branded products for HTA reviews & negotiations with CADTH/INESSS.

- Developed on slide decks and learning materials on reimbursement and patient access for payer communications (CADTH/PCPA/Provinces/INESSS/PCPA) and external stakeholders on biosimilars, cystic fibrosis product line use and convenience.
- Built and maintained a good relationship with the local government on the pricing/Health/Reimbursement department to promote the brand through branding and reputation (CADTH/INESSS/PCPA/provinces) for Abbott mature branded products & biosimilar launch products.
- Developed market access value propositions from concept to a fully implementable program while training & managing field government relations team.
- Lead business development efforts & negotiations to obtain funding for new innovative molecules & high-end biosimilars with government (CADTH/INESSS/PCPA/Provinces), insurers, patients in Canada.
- Responsible for managing communication & stakeholder relationships with federal, PCPA, HTA and provincial governments & Canadian Generics Pharmaceutical Association (CGPA) regarding access to medicines, pricing issues, negotiations, and health economic models for Abbott mature and branded product division HTA assessments (CADTH/INESSS/PCPA/Provinces).
- Designed and wrote policy papers leveraging international data from the World Health Organization, epidemiological data, burden of illness data, health equity, and health economic data to influence the value of the corporation's merits & designed a corporate value proposition around sustainable medicines and non-communicable diseases for external stakeholders
- Responsible for managing and developing the field government relations team skills at health economics and outcomes research for negotiations.
- Managed the pricing and reporting of all PMPRB regulatory requirements for branded medicines for reporting to the Federal government and ensuring Mylan met and adhered to government policies.
- Effectively communicated with all internal and external stakeholders (federal/provincial agencies and insurers) to ensure compliance and acceptance of price changes.
- Managed semi-annual price reporting requirements, ongoing regulatory requirements, issues management and launch product submissions to the PMPRB.
- Managed pricing policy risk mitigation plans and communicated to senior management pricing policy changes with remedial strategies.
- Lead & developed reimbursement submissions & drug plan listing agreements for Health technology assessment agencies (CADTH, CDR, INESSS), provincial drug and private payer plans. Interfaced with pCPA on Biosimilars negotiation strategy.
- Lead & developed government relations and public affairs initiatives to drive value for all payers across all stakeholder groups leveraging economic, clinical and political value propositions.
- Adapted global value propositions to Canadian payer market dynamics to achieve reimbursement and revenue targets.

#### **MYLAN PHARMACEUTICALS (2016)**

##### **Senior Manager, Market Access Projects**

*Mylan NV is a global generic and specialty pharmaceuticals company domiciled in the Netherlands, with principal executive offices in Hatfield, Hertfordshire, UK, and a "Global Center" in Canonsburg, Pennsylvania, US.*

- Pioneered the efforts across handling the entire gamut of functions about developing the reimbursement dossiers and launch plans for public payers & private payers in very short time frames 3-9 months to reimbursement for branded cystic fibrosis drug INESSS/all provinces/private payers.
- Played an active part within brand teams and identify opportunities to work collaboratively with cross-functional colleagues to deliver on brand objectives for the assigned key accounts
- Developed strategy and concise engagement plans with clear objectives and activities to optimize funding & access to products

- Obtained funding for medicines through private payer and public payer coverage & risk-sharing agreements for all submissions completed with economic data in less than 3-7 months for pancreatic exocrine insufficiency and cystic fibrosis with contracts PLAs with Ontario
- Provided strategic input regarding market development, reimbursement and pricing information throughout the product life cycle
- Revamped operations for private payer submissions based on innovative strategies to accelerate reimbursement.
- Developed pricing strategies, launch pricing and post-launch price changes for all new and in-market drug products based on cross-functional team inputs; medical, brand, retail and field government relations.

**NOVARTIS PHARMA CANADA INC. (2009 – 2013)**

**Manager, Health Economics & Reimbursement Strategy**

*Novartis Pharmaceuticals Canada Inc. (Novartis Canada), a leader in the healthcare field, is committed to the discovery, development, and marketing of innovative products to improve the wellbeing of all Canadians.*

- Responsible for market access strategies for Canada for provincial payers & CADTH, federal plans, PLA strategies for Lucentis timed with advocacy initiatives, and respiratory products with KOL advocacy engagement
- Researched and contacted investigators and health economic analyses users to guide the effective use of data and analytic resources
- Strategically planned and conceptualized creative, out-of-the-box strategies to enhance business
- Suggested health outcome measures for treatment and prevention effectiveness studies
- Achieved 10 out of 10 government decisions to pay for Novartis Drugs with Product Listing Agreements PLAs with the field team
- Recipient of the 2010 Commercial Excellence Award for Innovation for Novartis
- Developed and executed health economics issues and methods
- Performed public health industry's complex economic analysis and modeling

**PRIOR EMPLOYMENT DETAILS**

---

<b>MERCK FROSST CANADA LTD.</b> <b>Manager, Sales Quebec West</b>	<b>2003 – 2008</b>
<b>MERCK FROSST CANADA LTD.</b> <b>Digital Health/Marketing/Manager IT systems &amp; solutions for physicians &amp; stakeholders</b>	<b>2001 – 2003</b>
<b>PFIZER CANADA INC.</b> <b>Senior Manager, Reimbursement Strategy, Government and Public Affairs</b>	<b>1999 – 2001</b>
<b>JOINT VENTURE ADVANCED TISSUE SCIENCES &amp; SMITH &amp; NEPHEW</b> <b>Senior Product Manager &amp; Specialty Sales Manager</b>	<b>1997 – 1999</b>
<b>ABBOTT LABORATORIES</b> <b>Product Manager; Anesthesia, Hospital Pharmaceuticals &amp; the Critical Care Product line</b>	<b>1995 – 1997</b>
<b>ABBOTT LABORATORIES</b> <b>Abbott Hospital Products Division, Market Research Manager</b>	<b>1995</b>
<b>ABBOTT LABORATORIES</b> <b>Sales Representative-Hospital &amp; retail products, NB, PEI</b>	<b>1992 – 1995</b>

**PROFESSIONAL DEVELOPMENT & CREDENTIALS**

---

**Master (M.A.) Leadership Studies**

University of Guelph, School of Management | 2009

**Post-Graduate Studies in Dietetics**

Internship, Hospital Docteur Georges-L. Dumont (Moncton, NB) |

**Bachelor of Science Degree, Major in Nutrition**

St-Francis Xavier University

MERITS: DEAN'S LIST

**Brain, Development and Lifestyle Medicine**

Harvard Medical School, Mind-Body Institute with Dr. Herbert Benson and faculty | 2011

**Mindfulness meditation teacher training San Francisco Jon Kabat-Zin, Saki Santorelli**

Jon Kabat-Zin, 2013 University of Massachusetts School of Preventive & Behavioral Medicine.

- R.M. Boylan Researcher, Speaker & medical writer International Medical Journals Neuroplasticity, Food disorders, Public health | October, 2019-International Conference of Public Health & Nutrition.
- Mindfulness/Buddhist meditation and therapeutic yoga instructor
- Writer/Researcher 18 years on transformational & crisis leadership coaching for growth during an economic downturn.
- UNICEF Observatory Panel, 2014 as Key Opinion Leader for policy & advocacy Canada
- Broadcaster, Presenter, co-producer Able Cable TV show Health & Nutrition myths, Maritimes. Bell company.
- Canadian Dietetic Association Media spokesperson, Nutrition Month Campaign.
- Researcher and speaker neuroscience, allostatic load and medical sociology International Public Health, Cognitive Impairment, Neuro Immunology, Pediatric, Neurology & Psychiatry Conferences.

**Technical Skills:** Microsoft Office Suite and Internet social media platforms, video editing, Affinity graphic design, AI Magisto videographer, Wix AI web design, Adobe publishing, HTML coding beginners, hands on digital marketing IT training, search engine optimization SEO, Google analytics, search marketing (SEM/SEO), content marketing, social media, mobile responsive website marketing, relationship marketing, and use of web analytics and how they are applied.