

The Goffin Consultancy

Evidence-based Solutions for the Healthcare Industry

**The Riding House
Bossingham Road
Stelling Minnis
Canterbury, CT4 6AZ
United Kingdom**

Tel: +44 (0)1227 709220

Fax: +44 (0)1227 709721

Email: info@goffin-network.co.uk

Web Site: www.goffin-network.co.uk

Who We Are

We are a small 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 depth of experience of the pharmaceutical industry - and if we don't know, we almost certainly know someone who does!

Evidence-based medicine may be something of a buzzword but do you know what it means and perhaps more importantly, do you know what it could do for you and your company?

Your company could be missing out by not seeing real benefits in your products. Just how good are the new drugs coming on to the market? You are spending vast amounts of money developing your new product - do you know how effective or well tolerated it has to be to at least match potential competitors?

And having established that your product is effective and safe, can you realistically get that premium pricing?

By using the latest techniques developed for systematic meta-analysis, we can assist you in defining the goals required to augment your product's probability of success

Therapeutic Areas where we have been active

- **Schizophrenia**
- **Depression**
- **Prophylaxis against serious cardiac events following PTCA**
- **Hypertension and angina**
- **Local anaesthesia**
- **Incontinence**
- **Post-menopausal disease**
- **Urinary incontinence**
- **Alzheimer's disease**
- **Infectious disease**

Some of our clients include:

- **Pfizer**
- **Eisai**
- **Centocor**
- **Lilly**
- **Pharmacia**
- **Pliva**
- **Arakis**
- **Tae Associates**
- **Edelman**

What do we do?

A typical example of a systematic review:

- Literature searching
- Collating clinical evidence
- Extracting information
- Database analysis
- Apply metanalytical techniques
- Provide clear report comprising suggestions, recommendations and an executive summary

And...

A typical example of an economic model:

- 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

Why use the Goffin Consultancy?

Several reasons:

1. We have the experience and flexibility to carry out projects quickly
2. We have a close liaison with the University of St Andrews so ensuring rigour in economic projects

3. 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 over 15 years in the pharmaceutical industry (see below for biography) as well as wide experience in presenting clinical and health economic studies both in print, at symposia and for training purposes

4. While the copyright remains with the Goffin Consultancy, *you* have full editorial control of the report. Unlike dealing with academic groups who have a tendency to publish regardless of the results, you can decide what you want done with the report

5. 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.
6. We have developed a range of associate companies who are capable of handling all aspects of clinical development and commercialisation should the need arise.
7. 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.

Short biography

University: 1973 - 1979 St Mary's Hospital Medical School, London, UK

Postgraduate Qualifications

Primary FFARCS

Diploma in Pharmaceutical Medicine

Fellowship of the Faculty of Pharmaceutical Physicians

MBA (Kingston Business School) 1991

1980 - 1981	Medical and Surgical House Jobs in Cornwall and Lincoln
1981 - 1982	Senior House Officer in General Surgery and ENT, Wakefield, West Yorks
1982 - 1984	Senior House Officer in Anaesthetics, Wakefield West Yorks
1984	Senior House Officer in Anaesthetics, Dewsbury, West Yorks
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	Managing Director of The Goffin Consultancy Ltd

Professional Associations

Senior Lecturer at the Department of Management at the University of St Andrews

Board member of the Faculty of Pharmaceutical Physicians

Full GMC

Member of the Health Economics Research Group