

PDC Healthcare presents at Pricing & Reimbursement in Pharma Conference, London, 12th & 13th June 2012

Submitted by: Senso Communications Ltd

Monday, 11 June 2012

Miriam George CEO of PDC Healthcare speaks on 'Dressing the Shop Window' – in other words, the need for pharmaceutical and biotech companies to optimise healthcare customers' view of their product portfolios.

PDC Healthcare Ltd (<http://www.the-pdc.com/>), a leading consultancy to the pharmaceutical (<http://www.the-pdc.com/pharma.htm>) and biotechnology industry as well as to the health sector (<http://www.the-pdc.com/healthservice.html>), has today announced that Miriam George, the consultancy's founder and CEO, will present at Appel Consulting's Pricing & Reimbursement in Pharma Conference (<http://www.appelconsulting.co.uk/events/pricing-reimbursement>). The event will take place on 12th & 13th June at the Thistle Euston Hotel, London, UK

The PDC presentation, entitled 'Dressing the Shop Window – optimising customers' view of pharmaceutical product portfolios', has been scheduled for 2.20pm on Tuesday 12th June. Miriam George will examine how European healthcare payers view the product portfolios of pharma and biotech companies, and will identify what these companies can do to improve their opportunity with healthcare customers. The presentation will also discuss how to gain funding for new and existing treatments, and will demonstrate how PDC has successfully achieved health service funding for novel and existing treatments across a variety of therapeutic areas. PDC currently provides services to a range of clients from top twenty global pharmaceutical companies, such as Astra Zeneca and Bristol Myers Squibb, to rapidly growing newer companies such as Viropharma and Logixx

Miriam George, founder and MD of PDC Healthcare Ltd., commented:

"With healthcare systems across Europe under significant budgetary pressure, it is no longer enough to achieve funding at any cost. Treatments need to deliver value to both the payer and to the company marketing the therapy. Funding strategies aren't just a matter of pricing, efficacy and quality: they need to offer best-value care and adaptability to comply with changing policies in healthcare systems.

"What's more, a pricing and reimbursement strategy that worked in 2011 probably won't work today it needs to evolve and adapt to the changing healthcare environment. Often, the resource and knowledge to deliver new strategies just isn't available in-house, or the cost is simply prohibitive. The PDC team of experienced healthcare professionals, with their extensive experience in pharma, biotech and health services, delivers winning, cost-effective funding strategies on behalf of clients. We also work closely with healthcare payers and really understand their imperatives and expectations. As a consequence, PDC has delivered over 3,500 formulary and funding successes in the UK alone, and we hope to be able to share our insights and knowledge at this important Appel event."

Miriam George is available speak at conferences, for interviews and to author by-lined articles on issues relating to the European budget crunch and access to effective treatments, and also on market pricing and reimbursement strategies.

- Ends -

For further information please contact Penny Lukats form Lukats Shapiro Communication on 07775 992350 or 01895 256733 or email penny@lukatsshapiro.com

Notes to Editors

Miriam George of PDC Healthcare

Miriam George is the Managing Director and founder of PDC Healthcare, a company comprising mainly healthcare professionals and providing a number of services to the health sector and pharmaceutical industry. Since 2000, PDC Healthcare has been particularly active in working to gain Health Service funding for newer and more effective treatments, thus making these treatments more widely available to patients, and for monitoring health service changes and providing guidance on medicines.

www.the-pdc.com