



CURO-HEALTH – IMPLEMENTING VALUE BASED CARE SOLUTIONS

Your Boutique Advisory
for Europe and Asia

OUR MISSION IS TO TRANSITION HEALTHCARE FROM “FEE-FOR-SERVICE” TO “OUTCOMES-BASED” ECOSYSTEMS



Increase efficiency in healthcare systems



Focus on patient relevant outcomes



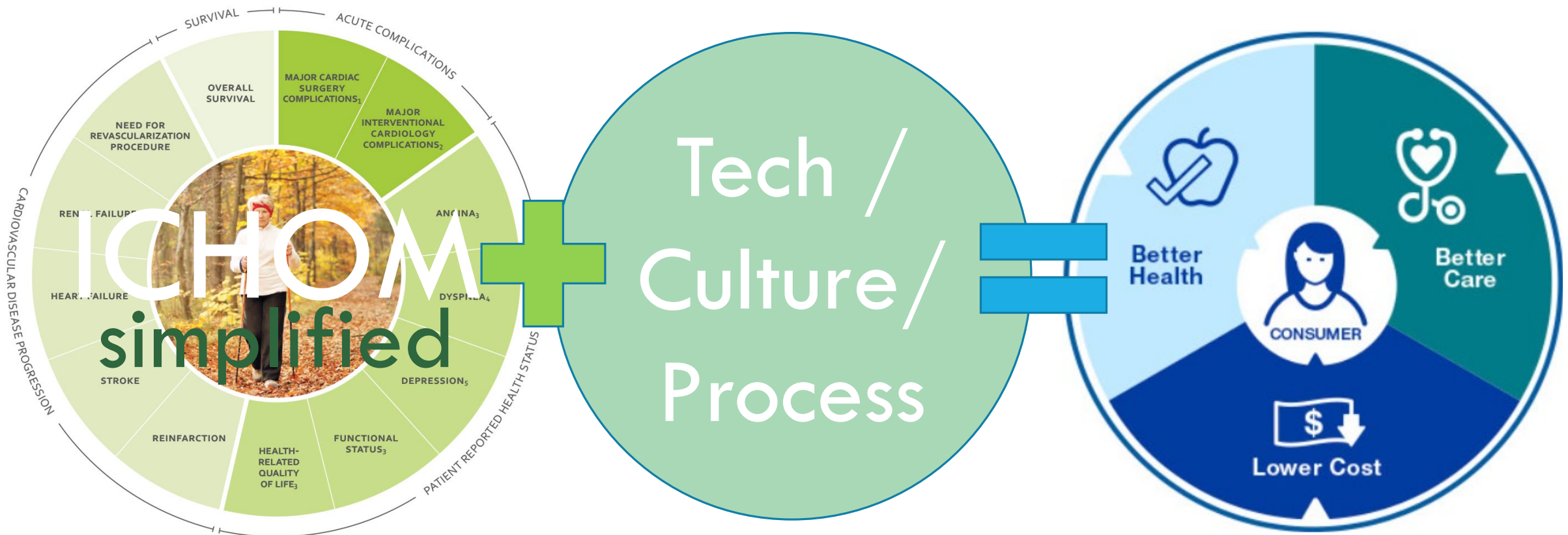
Reduce hospitalizations and treatment variability



Implement innovative solutions with payers and providers

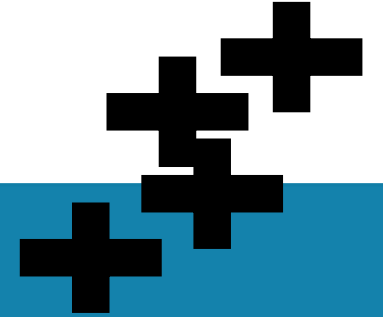
PROPRIETARY OUTCOME MEASURE FRAMEWORK TO OPERATE IN EMERGING MARKETS

Develop outcomes framework → start simple → consider ground realities



Source: <http://www.ichom.org/medical-conditions/coronary-artery-disease/>
January 13, 2020

WE TAILOR OUTCOME BASED / RISK SHARING PAYMENT MODELS FOR PHARMACEUTICAL PRODUCTS



Product Characteristics

Differentiation
Live saving vs convenience
Performance metrics

Target Population

of eligible patients
Income levels
Willingness to pay
Accessibility of HC services

Payer

Scope of coverage
Reimbursement policies
Evidence considered

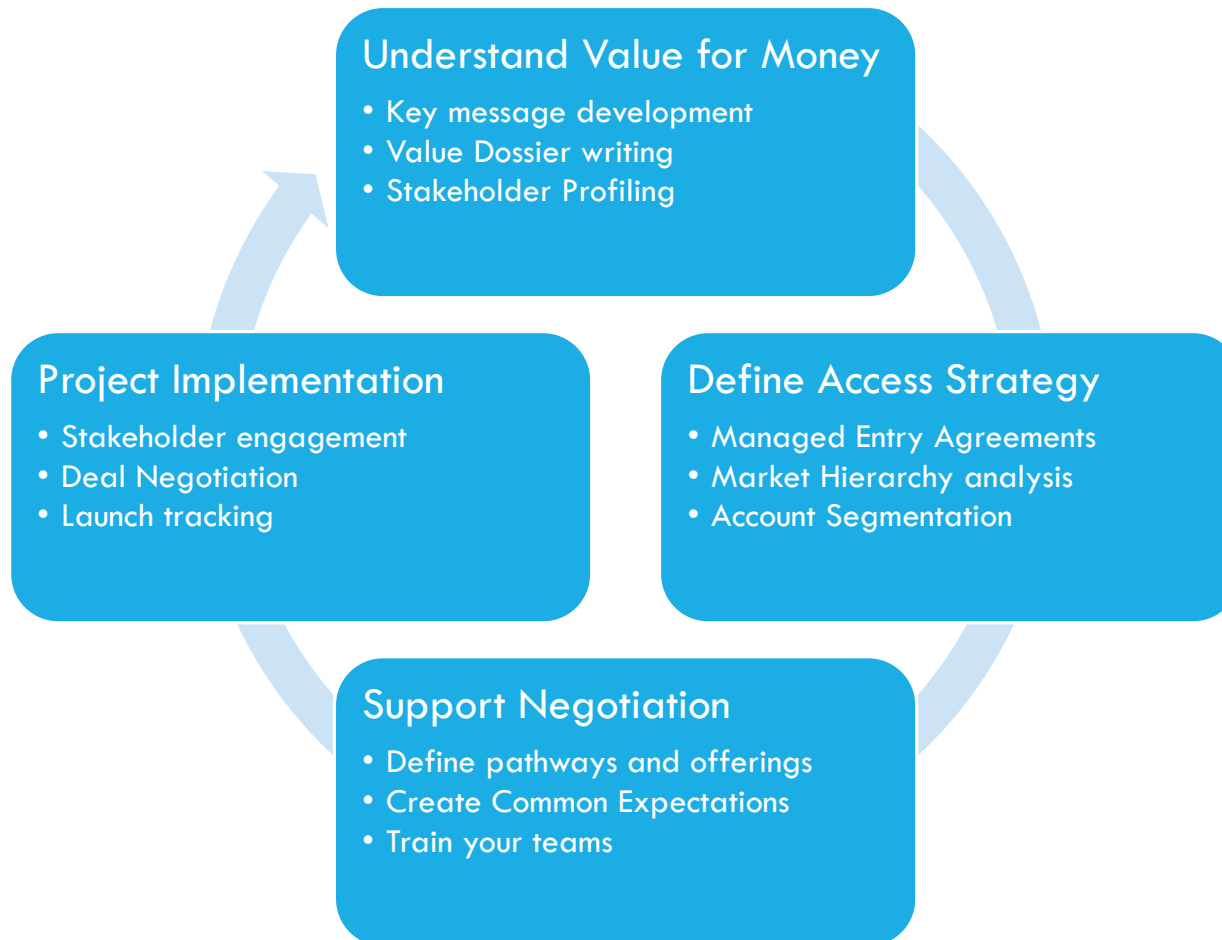
Provider Readiness

Know how
Equipment
Willingness to prescribe

Solution Design

Financials
Outcomes
Services
Deal Mechanics

WE DEFINE YOUR ACCESS STRATEGY FOR PHARMACEUTICAL PRODUCT LAUNCHES IN ASIA AND EUROPE



Curo-Health experienced team supports you in

1. Producing stakeholder specific value propositions
2. Defining your Access Strategy
3. Support you in Negotiations and team training
4. Implement your project in the market with capacity to meet customers and oversee your activities

EXPERIENCED CURO-HEALTH TEAM IN EUROPE



Stefan Suter
Founder and CEO

With close to two decades of experience in health care industry both in Europe and Asia, Stefan has a profound understanding of health care systems, related market dynamics and stakeholder interactions across nations. As Head Market Access Asia, Stefan implemented Value Based Care in many Therapeutic Areas

To increase efficiency in healthcare, Stefan is passionate to center care around Patient Relevant Outcomes and use of Personalized Medicine. Bringing together different expertise and working in diverse cultures and environments to solve real-world problems has always been his zest and asset.

Stefan is based in Basel, Switzerland



Dr. Ralf von Baer
CMO & Head Digital Therapeutics

Started his career as a medical doctor with a specialist degree in Anesthesia and research in process optimization in UK & Germany. For Bosch Healthcare Ralf rolled out successfully the first German wide Telemedicine ecosystem.

Ralf is convinced and has experienced that digital health can change care provision dramatically. Individualized medicine based on sound data analysis can provide better outcome at lower cost. Ralf combines technical, medical, management & intercultural expertise and holds an exec. MBA from University St. Gallen.

Ralf is based in South Germany



Christoph Weber
Head Mental Health

Health Care professional with over 20 years of track record. Christoph has a deep know how in Life science, Pharmaceutical industry and Health insurances. Christoph holds a Master degree in science from the ETH

Christoph core areas of expertise are in sales and marketing and as well market access solutions. As an expert in coaching and change management finding solutions for interdisciplinary groups is a special characteristic of him.

Christoph is based in Zurich, Switzerland

EXPERIENCED CURO-HEALTH TEAM IN ASIA



Dr. Amitkumar Talele
Head India

Amit is an experienced hospital management consultant with over 16 years of experience. He has advised a range of owners, operators and promoters in the healthcare sector in India, Middle East and Africa.

Amit has led engagements focused on healthcare strategy, hospital performance improvement, due diligence studies, pricing strategies, outcomes-based solutions for hospitals and setting up greenfield hospital facilities.

He holds a MS in Healthcare Policy and Management from Carnegie Mellon University (Pittsburgh, USA) and a Bachelor of Dental Surgery from the University of Mumbai

Amit is based in Mumbai



Abhishek Goil
Head Hospitals Engagement & Sales

Abhishek has 11 years of professional work experience in Healthcare industry.

He has wide-range of functional exposure, from scientific R&D, Business Development, Marketing, Finance & Market Access. He has undertaken leadership roles Roche, Dr. Reddy's Labs, Cipla Ltd, and Biocon Ltd. He holds a MS in Biochemistry & Molecular Biology from Southern Illinois University, USA, and MBA from Clark University, Massachusetts, USA

Amit is based in Jaipur, India



Sana Kamal
Market Access Manager

With over 7 years of professional experience across Asian markets, Sana brings a diverse functional experience in healthcare industry to the team, having worked in formulation development, regulatory affairs, quality assurance, pharmacovigilance and patient access.

Sana Kamal is Pharmacist by qualification (registered in India), rank holder in academics with added qualification of Post graduate diploma in Pharma Regulatory Affairs and holds an MS in Management of Health Industries program from Essec Business School, Singapore.

Sana Kamal is also a Managing Trustee of RBMM Education Trust, a not-for-profit body furthering the cause of educational upliftment India.

Sana is based in Singapore

WHY WORKING WITH CURO-HEALTH

- Boutique advisory company with senior staff
- Hands on and agile
- We tell you upfront what we can / cannot do
- We live up to our promises



Our Partners



THANK YOU
We hope to collaborate again

