



Stephen Meadows

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Senior Market Access & NHS Partnership Leader

Senior market access and NHS partnership specialist with deep expertise in NHS policy, payment systems, and service transformation. Strong history of driving national adoption, formulary inclusion, patient uptake, and commercial growth through strategic engagement with NHS leaders and cross-functional HCP and Payer teams.

Professional Experience

Director, Healthcare Acumen Ltd | May 2016 to Present

Independent market access consultancy delivering contract assignments and strategic NHS advisory support.

Ecolab Surgical Anti-Infectives Contract | April 2025 to April 2026

- Led a market access strategy linked to Hydrex licenced surgical hand scrub NHS Supply Chain savings, helping unlock a £1.1m new business opportunity.
- Produced NHS prescription analysis that facilitated NHS England instruction to all Chief pharmacists and NHS Trust procurement stakeholders asking for confirmation of the volumes of Hydrex they will be switching to implement identified £890k national savings.
- Facilitated NHS England board messaging that reinforced adoption of licensed surgical skin preparation brands over unlicensed alternatives, strengthening policy-aligned access within surgical practice.
- Delivered NHS policy, value, and stakeholder training for Uniphar's UK commercial team.

Colonis Hydrocortisone Contract | March 2024 to March 2025

- Drove market share growth from 0% to 42% and generated £1.4m in sales for a specialist HCP paediatric endocrine brand.
- Runner-up, Uniphar Europe 2024/25 Project Awards.

Associate Director, Marketing (CNS), Teva | Aug 2023 to Jan 2024

- Developed a chronic migraine brand plan adopted by UK leadership within two months and approved by Teva Europe.
- Produced an NHS Migraine policy handbook and supporting burden, pathway, and dashboard analysis for strategic planning.
- Received a Teva Stars Award for parliamentary engagement on migraine burden and pathway failure.

Associate Director of Market Access, Amarin UK Ltd | Feb 2021 to Aug 2023

Led NHS pathway strategy, value commercialisation analysis, and market access planning in cardiovascular secondary prevention, working closely with medical, marketing, commercial, digital, and charity stakeholders.

- Authored the Vazkepa NHS Policy Handbook, a core part of the 2023 health communications strategy.
- Drove NHS England board-level engagement on cardiovascular secondary prevention policy across ICB and PCN stakeholders.
- Designed a nine-phase commercialisation strategy for Lincolnshire that helped through payer & HCP networking deliver 55% of national sales volume in June 2023.
- Supported the Vazkepa value proposition and NICE TA805/CG181 submission, including health economic work on stroke impact.



Multi-Channel Manager, Star Outico | Apr 2019 to Jan 2021

Full-time headcount role focused on market access, digital engagement, and NHS account strategy.

- Secured NHS support for Slenyto in Lincolnshire and West Berkshire, contributing to market-leading sales performance.
- Grew branded generic asthma inhaler prescribing share from 0% to 61% in six months across Manchester, Bolton, and Bury.
- Won the 2020 Pharmaceutical Field Award and the Lesley Mackey Leading the Way Award.

Director, Healthcare Acumen Ltd | May 2016 to Apr 2019

Independent consultancy delivering NHS strategy, market access training, and pathway analysis for pharmaceutical clients.

- Designed and delivered NHS change, hospital policy, and rare conditions service activity training for Sanofi Genzyme leadership, specialist teams, and sales functions.
- Led workshops for cross-functional teams on navigating NHS structural change and engaging new stakeholders.
- Produced a commissioned Dupilumab pathway report identifying market access opportunities.

Head of NHS Engagement & Informatics SVM Pharma May 2016 to April 2018

- Identifying and promoting the NHS policies and drivers that your brand helps deliver for NHS Optimising NHS engagement - to understand what matters to NHS Managers and how your brand should matter to them in delivering the services they manage
- NHS Data Insights - which NHS recognised data sources can you use to support your brand and the constraints on using them SVMPharma are experts in Real World Evidence Generating the Outcomes That Matte

NHS Service & Solutions Manager, Harvey Walsh Ltd | Jul 2011 to Apr 2016

Led direct sales, client projects, and market access data solutions using Hospital Episode Statistics for pharmaceutical and medtech clients.

- Delivered £400,836 in on-target sales in 2015 across major pharmaceutical clients.
- Led HES-based analytics projects translating NHS data into market access and service insights.
- Contributed to the Urolift programme, supporting the first NHS Accelerated Access Review recognition and Innovation and Technology Tariff award, and helping drive nationwide adoption.
- Delivered market access training to more than thirty companies across the UK and Ireland.

Various Market Access and Sales Roles, Novartis Pharmaceuticals | 1998 to Jul 2011

Included seven years of market access responsibility across the East Midlands.

- Secured pre-NICE funding and early use of Gilenya four months before launch.
- Secured pre- and post-NICE funding for Xolair and Lucentis across the East Midlands, including £2.7m of pre-NICE Lucentis funding.
- Led national market access projects on multiple sclerosis and Lucentis funding pathways.
- Recognised through four consecutive top-grade appraisals, National Victory Club Winner status, and HSJ Awards finalist recognition.

Hospital Sales, Lorex Sythélabo | 1994 to 1998

Hospital Sales / Field Trainer, Astra Pharmaceuticals | 1990 to 1994

GP Representative, Boots Pharmaceuticals | 1984 to 1990

Education & Credentials

Education

BSc (Hons) Science, Cambridge College of Arts, and Technology



Certificates

ABPI Certificate

Core Skills

Core strengths: market access strategy, NHS policy and payment systems, formulary adoption, value commercialisation, internal & external stakeholder engagement, training, and cross-functional leadership.