



# Stephen Meadows

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From my deep and pervasive knowledge of the NHS its structure, function, payment systems and NHS policy objectives I have built skills set to make me a successful & I proven Market Access & Partnership Manager / Consultant with a portfolio of brand sales success driven by NHS management engagement and partnership working resulting in NHS England Policy change, regional, ICB, and primary care implementation of NHS policy delivering regional patient uptake and formulary inclusion for my supported brands. In addition, extensive and award winning & nominated experience in project leading value proposition material development including supporting HTA submission.

I seek the opportunity to use these skills & experience to drive your company's business.

## May 2016 to Present - Director of Healthcare Acumen Ltd\*

(\*Self Employed - Company Inactive whilst on Headcount).

### Market Access Consultancy on Behalf of Uniphar - Current Programs

Dec 2025 - April 2026 Ecolabs Surgical Anti-infectives

- Initiating reciprocated comms regarding unimplemented £2.3 million Hydrex (surgical hand wash) NHS Supply Chain (NHSSC) savings worth £1.1m new Hydrex business and highlighting those NHS Trusts most responsible for it with NHS England CEO Jim Mackey, Finance Director General Elizebeth O'Mahony, with implementation and action by Commercial & Growth Director General Fiona Bride
- Resulting in direction In March 2026 to NHS Supply Chain (NHSSC) to issue communications re: £890K savings opportunity (recognising and validating my analysis of business services authority prescription data by NHS Trust) for Hydrex 500ml bottle to:
  1. Firstly, to the pharmacy community (Chief Pharmacists Network)
  2. Secondly to NHS Trust procurement colleagues asking at their monthly procurement teams meetings for their submission to NHSSC of demand capture forms confirming the required volumes to transition to Hydrex via the NHSSC purchase route for each NHS Trust
- Facilitated NHSE Public statement assuring skin preparation products used in NHS Trusts are classed as medicinal products and subject to license from the MHRA and professional standards of the Royal College of Surgeons so challenging cheap unlicensed disinfectants.
- March 2026 Commercial Sales Operations Business Unit Team NHS Structure Function & Policies Training
  1. Helping new Uniphar UK Commercial Business Unit to **identify and use the right NHS language to engage with the right NHS Managers they need to sell & partner with** so that the **NHS Managers will want to make their product available** in the services where patients access diagnostics, care and their products delivering NHS policy implementation and patient outcomes, be that at Primary care, Hospital Trust, ICB, Region or National level
- June 2024 to March 2025 Colonis Hydrocortisone Specialist Formulation for Adrenal Insufficiency in Paediatric Endocrine Tertiary Care.
  1. Market Share growth 0 to 42%
  2. Sales 0 - £1.4m
  3. Runner up Uniphar Europe 2024/25 Project Awards for Colonis Hydrocortisone
- Sept 2024 NHS Structure & Function & Payment Training to Star People organisation 70+ people
- Jan 2025 to date Ecolabs Surgical Anti-infective. With my NHS strategic brand plan securing expanded additional full portfolio contract.



## Teva, Associate Director Marketing (CNS) Teva Aug 2023 - Jan 2024 –

- Headcount Role Pre-Employment Research into Chronic Migraine Market delivered a Brand Plan Integrating:
- Brand SWOT / PESTLE · KOL Advocacy, Clinical & Service Uptake ladders of adoption ·
- Brand Aligned NHS Policies, Production of Brand NHS Policy Handbook · Clinical Service Mapping, KAM Mapping of all key accounts.
- System Clinical Burden Hospital Episode Statistics & Costed Integrated Patient Pathway Dashboards
- The Brand Plan was adopted directly by UK Teva Leadership after two months in role and approved by Teva Europe
- Early Success KOL, Parliamentary and Patient Support Group Access & Engagement · Agreement from two national KOLs at leading Migraine Specialist Centres and the leadership of the Migraine Trust charity to collaborate on Migraine Costed Integrated Pathway Scenario HEOR publication.
- Teva Stars Award, for meeting with Rob Butler MP. ***“Steve drove engagement by describing the burden of Migraine, the patient pathways, and failures in the NHS system.”*** How NHS data could be mapped to parliamentary constituency enabling the MP who suffers from Migraine to generate informed debate on Migraine services in the house.

## Feb 2021 to August 2023 - Associate Director of Market Access Amarin UK Ltd

-Headcount Role, CVD Secondary Prevention

NHS Policy Functional lead for Pathways, Value Commercialisation Analysis & Strategy Development. Matrix working across, Medical, Marketing, Commercial, Digital leadership, and Charitable organisations.

- Author & project lead for Vazkepa ***NHS Policy Handbook*** (Aligned NHS Policies that Vazkepa (CVD Secondary Prevention) Patient Outcomes Support) a cornerstone of 2023 Health Comms Strategy
- Successful in **NHSE Board level Engagement** for **CVD secondary prevention policy** to drive ICB & PCN leadership support for Finding, Reviewing, and treating CVD secondary prevention patients in primary care.
- **Developed nine phase Market Access commercialisation strategy for Lincolnshire.**
- **June 2023 Lincolnshire Vazkepa sales represented 55% 2076 packs of 3725 national Sales.**
- Leadership in coordinating Commercial / Medical / Legal / Finance / Approval on aligning NHSE CVD policy to generate industry leading successful collaborative working and policy implementation across, ICB, primary & secondary care and its Clinical KOL stakeholders.
  - United Lincolnshire Hospital Trust (ULHT) Lincolnshire CVD partnership working, Advanced Coronary Practitioner (ACP) funding and QIPP.
  - For United Lincolnshire Hospital Trust facilitated additional NHSE application for Prof Alun Roebuck to NHSE Further & Faster CVD secondary Prevention £100k funding

Author & Host of the KAM Teams monthly ***Market Access Forum*** companywide Education / Training to strengthen relationship between all parts of the company and Market Access

**Market Access Materials Creation, Review, Approval (Veeva) & training:**

- New product Notification,
- Formulary Implementation Support Pack,
- Rx Guidelines into Practice NICE TA805 Report Card and Formulary Decision Guide
- Market access Advisory Board July 2022 Post NICE implementation challenges for Vazkepa
- Market Access / Marketing collaboration on **sourcing Hospital Episode Statistics**- Agency selection process

**Development of the Vazkepa HTA Value Proposition**

- **NICE HTA Application Support:** NICE TA805 & CG181 Submission – Authored a Review of Health Economic Impact of Stroke

**Heart UK Amarin Contact Group:** Prof A Roebuck supporting development of Heart UK Nurses and Dr Carl Deaney Best Practice CVD Find Review & Treat Audit



## April 2019 to Jan 2021 - Multi-Channel Manager StarOutico

-Headcount Role

- Responsible for securing Slenyto support from NHS Lincolnshire CCG - No 1 CCG = 40% of national sales
- Slenyto formulary Inclusion at West Berkshire CCG by direct unsupported remote engagement of medicines management showing how they could increase Licensed melatonin usage and rebate financial gain.
- March 2021 Author of Commissioned Article- "**Demystifying the NHS White Paper- A Representatives View**" – to Increase online visibility for StarOUTICO delivering an online Clickthrough rate 193% of target.
- February 2021 Market Access Facilitator NW – Facilitating Sharing Regional Market Access Customer Information
- Manchester, Bolton & Bury CCGs Branded generic Asthma Inhaler Prescription Share grew from 0% to 61% in 6 months through innovative board level engagement (Chief Finance Director) in CCGs that traditionally do not engage with industry.
- Sept 2020 **Lesley Mackey Leading the Way Award** (Internal Company Recognition Award)
  - Leading the way in Market Access Strategy collaborating with clients in new ways
  - Always one step ahead of the NHS agenda
  - Our Go to person for NHS Updates
  - Development of mutually beneficial relationships with senior NHS stakeholders
- March **2020 Winner Pharmaceutical Field Award** for Digitally Enabled Representative Scoring Above Industry Benchmarks for **Sales Call 110%, Presentation 122%, and NHS Assessment 119%**
- February 2019, **Asthma, Market Access**, Branded Generics, Responsible for 42% of all accounts that successfully adopted Sereflo as branded generic asthma inhaler of choice.
- **NHS Update Training**, Outico, 75 Multi Channel Account Managers across three WebEx sessions\*
- March 2019 to March 2020 **Multiple Sclerosis, Market Access**, Mapping and supporting with the key customers in the **NHS Accelerated Access Collaborative program to increase patient access to Mavenclad** for Merck Pharmaceuticals
  - I Designed Multiple Sclerosis Hospital Episode statistics tool to reveal insights into MS treatment & referral patterns earning Star Outico an additional £12,000 on top existing contract.

## May 2016 to April 2019 - Director of Healthcare Acumen Ltd

(\*Self Employed My Company does not trade when I am engaged on a Headcount basis)

- May – June 2020 Sanofi Genzyme Delivering Market Access training course seven modules focusing on Impact of NHS Change, Understanding Hospital Policy Documents and Presenting Non-Clinical Service Activity Data to NHS Customers
- January 2019 Sanofi Genzyme, **NHS Update Training Specialist Products Leadership & Hospital Team**
- September 2019 Sanofi Genzyme, **NHS Update Training** across Rare Conditions Senior leadership & Sales Team
- November 2018 **Sanofi Genzyme Rare Conditions Senior Management Team NHS update**
- April 2017 – Allegan Ltd Regional Access Team
  - **Conference Training Market Access the Challenge of Engaging New NHS & Non- NHS Customers**
- May 2017 - Workshop Sanofi Dupilumab Marketing Cross Functional Team
  - **Making a Success from NHS Change** for Sanofi Market Access Teams
- October 2017 Workshop Sanofi Cross Portfolio Market Access Teams
  - **The New Integrated NHS of the STPs & Non- NHS Customers**
- December 2017 Sanofi Dupilumab Cross functional team Commissioned Report
  - **Atopic Eczema Patient Pathways Analysis, Review and Recommendations for market access opportunities.**



## July 2011 – April 2016 - Harvey Walsh Ltd - NHS Service & Solutions Manager

-Headcount Role

- **Direct Sales - Hospital Episode Statistics Data Analysis Tools for the Pharma Industry**
  - **£400,836** of on target sales 2015 across **Roche, Boehringer Ingelheim, Allergan, Grünenthal and Gedeon Richter**
  - Project Leadership (Translating Customer Brief through Data tool design & build to successful implementation)
    - **Roche** – Designed HES Analysis & Project Management of Idiopathic Pulmonary Fibrosis – Complex referral to Tertiary Providers
    - **Allergan** – Designed Impact on A&E Admission of the implementation of NICE TAG 260 for the treatment of Migraine with Botulinum Toxin Type A project management and HES Analysis Design
    - **Neotract** – **Urolift Device Project Management** and HES Analysis Design for Patient Numbers and Costs of short / long-term complications following Transurethral Resection procedure for the treatment of Benign Prostatic Hyperplasia
    - **Neotract** – **Urolift Device Project management Cont`d**
      - **My work earned Urolift the FIRST NHS Accelerated Access Review and awarded Innovation and Technology Tariff April 2017** which was a case study in the AHSN Network Impact Report 2017
      - **This Meant Nationwide adoption of Urolift by ALL CCGs**
    - These projects of mine were the only Harvey Walsh projects that met the entry standards for submission for the British Healthcare Business Intelligence Association BOBI (Best of Business Intelligence) Awards **2015** with **Roche - Idiopathic Pulmonary Fibrosis Dashboard shortlisted for the Final in the Excellence in Business Analytics category.**
- **Client Market Access Training - Helping thirty different Companies to maximise their success in using Harvey Walsh tools with NHS Customers**
  - National Sales Conference Briefing, “Payment by Results and using HES data to demonstrate how it supports NHS Policy England, Scotland, Wales Eire” for **Coloplast Ltd**



## 1998 – July 2011 Novartis Pharmaceuticals East Midlands

### Including 7 Years Market Access Experience

- Secured pre-NICE funding and use of Gilenya 1<sup>st</sup> oral treatment for Multiple Sclerosis 4 months prior to launch.
- National Market Access Project Lead for:
  - Gilenya– Mapping Multiple Sclerosis CCG Funding pathways nationally.
  - Nottingham Identification of productivity gains by the introduction of *oral* MS therapy.
  - NHS Lincolnshire - **Business 2 Business CEO Agreement 2010**
- Four back-to-back Top-Grade Year-End Appraisals 2006, 2007, 2008 and 2009
- Secured Pre & Post NICE funding and use of Xolair (asthma biologic) and Lucentis (2<sup>nd</sup> Gen Biologic) (£2.7m pre-NICE) across the East Midlands health economy.
- Xolair Asthma (1<sup>st</sup> Gen Biologic) hospital uptake was included in the East Midlands specialist Commissioning.
  - Xolair CQUIN
  - Specialist Commissioner made use of Xolair conditional for receiving specialist asthma service payment.
- National Project Lead Market Access mapping & tracking Lucentis funding pre-NICE Guidance and recognised for "Will Win" for Lucentis Funding in the East of England.
- **HSJ Awards Finalist** Grosvenor House for building partnership with Notts. City PCT Happy Heart Project
- **2005 National Novartis Victory Club Winner**

1994 – 1998 Lorex Sythélabo – Hospital Sales East Midlands

1990 – 1994 Astra Pharmaceuticals – Hospital Sales / Filed Trainer North Thames AHA

1984 – 1990 Boots Pharmaceuticals – GP Representative North London



## Personal Details and Interests

**Driving License** - is Full & Clean **Photography** - Published Front Cover August 1992 issue *Air Pictorial*



## Education

Cambridge College of Arts& Technology - **BSc (Hons) Science** School - 3 A-Levels 10-O Levels



## Skills

Industry leading knowledge of the NHS and makes it relevant to the business • Disseminates information in a relevant & non patronising way • More than willing to assist colleagues • Very engaging with customers • Confident, Knowledgeable & Clear • Deep Understanding of the mechanics of healthcare • Digital • Customer focus • Project Leadership • NHS informatics Analysis.