

STEPHEN MEADOWS

NHS Market Access Director | Closing the NICE/HTA-to-Adoption Gap

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PROFILE

Senior NHS market access leader with over 20 years' experience translating national policy, HTA approvals and NHS Supply Chain frameworks into real-world adoption, prescribing and commercial growth. I specialise in closing the gap between NICE/HTA approval and routine clinical implementation — identifying unrealised NHS savings and patient-outcome opportunities, building the evidence base, and securing C-suite stakeholder alignment from NHS England board level through to ICBs, Trusts and primary care.

My track record spans pharma, specialist medicines and medical devices, working directly with NHS England directors, ICB and Trust leadership, and national clinical networks to reshape system behaviour and accelerate uptake at scale. I combine policy fluency, data-driven insight (HES, prescribing and financial modelling) and senior stakeholder credibility to design and deliver programmes that convert approved innovation into adopted, funded, prescribed reality — whether as a permanent Associate/Senior Director of Market Access or through focused consultancy engagements.

CAREER HIGHLIGHTS

- Identified unimplemented NHS Supply Chain savings on a surgical hand-scrub brand (Hydrex), securing NHS England board-level engagement and national NHS Supply Chain communications to Trusts and Chief Pharmacists
- Grew a specialist paediatric medicine (Colonis Hydrocortisone) from **0% to 42%** market share in tertiary endocrine centres, delivering **£1.4m** in sales
- Delivered a nine-phase commercialisation strategy for Vazkepa (Amarin) that made Lincolnshire **55%** of national sales by June 2023
- Built a full strategic brand plan for chronic migraine (Teva), adopted by UK leadership within two months and approved by Teva Europe
- Secured pre-NICE funding and early adoption of Gilenya and Lucentis (Novartis), including **£2.7m** of pre-NICE Lucentis funding as national project lead
- Grew branded generic asthma inhaler share from **0% to 61%** across Manchester, Bolton & Bury in six months through board-level (CFO) engagement

CORE SKILLS

- NHS commissioning, reimbursement, prescribing & policy structures (NHS England, ICB, Trust, PCN)
- Adoption pathway design and system-level implementation
- HES analysis, prescribing data and financial / budget-impact modelling
- NICE / HTA submission support and value proposition development (incl. TA805, CG181)
- Policy development and strategic brand / programme leadership
- Senior stakeholder engagement — NHS England, DHSC, ICB / Trust boards, life sciences
- Cross-functional collaboration — Commercial, Medical, Marketing, Digital, Legal, Finance
- CRM, account planning, Veeva materials approval and training delivery

PROFESSIONAL EXPERIENCE

Director, Healthcare Acumen Ltd

Self-employed — NHS Market Access Consultancy May 2016 — Present

Company inactive while engaged on headcount (employed) contracts; consultancy engagements listed chronologically below

Consultancy engagement — Ecolab, Surgical Anti-Infectives

2025 – 2026

- Identified unimplemented NHS Supply Chain savings on Hydrex surgical hand scrub, engaging NHS England's CEO, Finance Director General and the DHSC Commercial & Growth directorate
- Secured national NHS Supply Chain communications to Chief Pharmacists and Trust procurement teams, requesting demand-capture submissions to switch purchasing to Hydrex

- Contributed to an NHS England public statement reaffirming that surgical skin-preparation products are licensed medicinal products, strengthening the case against unlicensed alternatives
- Extended into a wider portfolio contract following delivery of this analysis

Consultancy engagement — Colonis Pharma, Hydrocortisone

2024 – 2025

- Specialist paediatric endocrine formulation for adrenal insufficiency; grew market share from **0% to 42%** in tertiary centres, delivering **£1.4m** in sales
- Runner-up, Uniphar Europe 2024/25 Project Awards
- Delivered NHS commissioning, payment systems and adoption-pathway training to 70+ delegates

Associate Director of Market Access

Teva UK (CNS) Aug 2023 – Jan 2024

- Built a full strategic brand plan for chronic migraine, integrating policy alignment, HES burden dashboards, KAM mapping and service-adoption ladders; adopted by UK leadership within two months and approved by Teva Europe
- Secured engagement from national KOLs, the Migraine Trust and a parliamentary champion; recognised with a Teva Stars Award for driving MP engagement on the burden of migraine

Associate Director of Market Access

Amarin UK (CVD Secondary Prevention) Feb 2021 – Aug 2023

- Led NHS policy, pathway and commercialisation strategy for Vazkepa (Icosapent ethyl); authored the Vazkepa NHS Policy Handbook, a cornerstone of the 2023 Health Comms Strategy
- Secured NHS England board-level engagement to drive ICB/PCN adoption of CVD secondary-prevention pathways
- Delivered a nine-phase market access commercialisation strategy for Lincolnshire; by June 2023 the region represented **55%** of national Vazkepa sales
- Supported NICE TA805 and CG181 submissions, authoring a review of the health economic impact of stroke
- Hosted and authored a company-wide monthly Market Access Forum

Multi-Channel Manager

StarOutico 2019 – 2021

- Secured Slenyto formulary support from NHS Lincolnshire CCG, representing c.40% of national sales
- Grew branded generic asthma inhaler prescription share from **0% to 61%** across Manchester, Bolton & Bury in six months through board-level (CFO) engagement
- Supported the NHS Accelerated Access Collaborative programme to widen access to Mavenclad (Merck) in multiple sclerosis
- Winner, Pharmaceutical Field Award (2020) and Lesley Mackey “Leading the Way” Award

Director, Healthcare Acumen Ltd

Self-employed — NHS Market Access Consultancy 2016 – 2019

- Delivered NHS structure, policy and market access training for multiple global pharma organisations, including Sanofi Genzyme, Allergan and Coloplast
- Produced patient-pathway analyses, NHS change workshops and adoption frameworks

NHS Service & Solutions Manager

Harvey Walsh Ltd 2011 – 2016

- Delivered **£400k+** of annual HES analysis tool sales to Roche, Boehringer Ingelheim, Allergan, Grünenthal and Gedeon Richter
- Designed HES analysis and led projects for Roche (idiopathic pulmonary fibrosis), Allergan (NICE TA260, migraine) and Neotract (Urolift)
- The Urolift project secured the first NHS Accelerated Access Review and Innovation & Technology Tariff, resulting in nationwide CCG adoption
- Shortlisted, BHBIA BOBI Awards 2015 (Excellence in Business Analytics)

Market Access Roles

Novartis Pharmaceuticals — East Midlands 1998 – 2011

- Secured pre-NICE funding and early adoption of Gilenya (Oncology) , four months ahead of launch

- Delivered **£2.7m** of pre-NICE funding for Lucentis as national project lead for funding pathways
- HSJ Awards finalist for an NHS partnership project

EDUCATION & PROFESSIONAL DEVELOPMENT

- BSc (Hons) Science — Cambridge College of Arts & Technology
- ABPI Certificate
- Full & clean UK driving licence

PERSONAL INTERESTS

- Aviation and photography (published front cover, Air Pictorial, 1992)

EMPLOYMENT HISTORY

Company	Employment	Start	Finnish	Specialities
Healthcare Acumen Ltd	Contractor	2016	Present	Headcount/ Contract/ Consultancy Services
Uniphar		Feb 2024	Apr 2026	Diversified Healthcare services
Ecolabs	Uniphar Contract	Apr 2025	Apr 2026	Surgical Aseptic Care
Colonis	Uniphar Contract	Feb 2024	Mar 2025	Specialist Paediatric Hydrocortisone
Teva UK	Headcount	Aug 2023	Jan 2024	Migraine
Amarin UK	Headcount	Feb 2021	Aug 2023	ASCVD/ Lipids
Star Outico	Headcount	Mar 2018	Jan 2021	Branded generics Asthma / Paediatric Melatonin
SVM Pharma	Contract	May 2016	Mar 2018	Hospital Episode Statistics
Harvey Walsh	Headcount	Jul 2011	Apr 2016	Hospital Episode Statistics NHS Training
Novartis	Headcount	1998	Jul 2011	CVD / Ophthalmology / Oncology
Lorex Sythélabo	Headcount	1994	1998	CVD / Urology
Astra	Headcount	1990	1994	CVD
Boots Pharmaceuticals	Headcount	1984	1990	CNS / Rheumatology