CURRICULUM VITAE

Fuad

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# EMPLOYMENT HISTORY

**Organisation** **Pfizer Pharmaceuticals**

**Current Position Outcomes Research Manager**

Duration July 2006 to present

Responsibilities Adapt global clinical and health technology assessment materials to maximize local relevance and impact. Source, analyse, interpret, generate and disseminate Outcomes Research (OR) information and data for internal and external customers. Ensure timely high quality execution of OR programs on country level to support product pricing, reimbursement, medical and marketing and to maximize business impact of the brand. Present and share OR and clinical insights from countries with internal staff. Perform Pharmacoeconomic analyses. Interact proactively with medical bodies, universities, think-tanks and other institutions. Produce OR data that responds to customer and market needs and development. Maximise product market share of key brands. Cross-functional team collaboration and strategic support. Provide educational support to internal and external customers. Contribute to the increased reimbursement of our products by developing short- and long-term strategies to influence our payers in conjunction with CECs and brand managers.

**Overview**: I am the first Outcomes Research Manager for Pfizer in the Africa and

Middle East regions. My work entails developing clinical, humanistic and economic

arguments (mostly cost-effectiveness models and outcomes research) so that medical

insurance companies can pay for our products. If the CECs have difficulty in dealing

with the medical insurance companies, I visit these clients and present my

models/data. I then suggest that if they are unhappy about the assumptions made in

the model or costs used, that I develop a model for them using their utilisation and

cost data (and signing a confidentiality agreement). I believe in the principle of

transparency and presenting data that is of excellent quality based on the principles of

Evidence-based medicine (EBM). In addition, I develop budget impact models to

show the medical insurance company that the inclusion of the drug will not adversely

affect their budget and that the product is value-for-money. In addition, I am

intimately involved with the cross-functional brand teams to develop strategies that

would improve the reimbursement of Pfizer products with the major payers.

I have good insight into the correct strategy that has to adopted based on my work

experience as the Drugs and Therapeutics specialist for South Africa’s 3rd largest

medical insurance administrator and my knowledge of the regulatory environment.

This has lead to numerous products’ reimbursement status being improved during

2007 e.g. Pfizer’s ICU antimicrobial received equivalent formulary listing compared

to teicoplanin and vancomycin; Pfizer’s statin still enjoys preferential reimbursement

compared to another recently launched statin. Besides the above, I spend about 30%

of my time doing work for the Pharmaceutical Industry organisation, Innovative

Medicines of South Africa (IMSA). I am a member of the Access Committee, a

member of Pharmacoeconomics Subcommittee and recently nominated to represent

IMSA on the newly established South African Health Quality Assurance (HQA)

organization (similar to the NCQA in the USA). My current position allows me to

understand the private healthcare environment more from a macro-scale and to further

develop expertise to combat the restrictive policies of the medical insurance industry.

Lastly, representing Pfizer on IMSA provides me the opportunity to interact with

senior government officials, non-governmental organisations and leading academics

to influence policy decisions.

Reason for leaving: There is a small chance for promotion within the current departmental structure. I need to grow and have increased responsibility. I am ready to tackle bigger issues and make a significant impact to the revenue of any prospective company.

**Institution** **Qualsa Health Risk Management Specialists**

**Position** **Drugs and Therapeutics Specialist**

Duration February 2005 to June 2006

Responsibilities Manage the activities pertaining to the Drugs and Therapeutics (D&T) and the Drug Reimbursement Committee (DRC). Prepare evidence-based dossiers for new drugs after a company has requested reimbursement for their product. Develop medicine reimbursement policies for the Qualsa business units. Manage Qualsa’s liaison with the pharmaceutical industry including co-ordinating the setting up of meetings and presentations for company representatives. Develop and maintain the acute, PMB and non-PMB formularies. Develop a preferred drug list. Enhance and develop clinical rules for QPBM. Train staff on clinical guidelines and reimbursement policies based on decisions by the D&T Committee. Perform research on clinical queries relating to medicines.

**Overview**: During my time at Qualsa (managed healthcare company), I was leading a

team of 3 people and reporting to the Clinical Executive. I was responsible for

developing medicine formularies and medicine guidelines for the various medical

schemes we administered based on evidence-based medicine (EBM), affordability and

the principles of cost-effectiveness. In addition, when pharmaceutical companies

launched new products on the market, I determined if the new therapy was cost-

effective and if the schemes could afford to reimburse these products. If not, I had to

then develop protocols to ensure that the new drugs should be reimbursed for

particular patient subpopulations (tiered approaches) or convince the drug companies

that the cost of their new drug was unacceptably high. The drug companies could then

decide if they would reconsider pricing the product lower or having limited/no

reimbursement for their products. The net result was that we were able to contain the

medicine costs of most of the schemes we administered. This job allowed me to gain a

good understanding of the working dynamics of the medical insurance industry and

the application of evidence-based medicine from a payer perspective.

Reason for leaving: Offered a great position with Pfizer in Johannesburg.

**Institution** National Department of Science and Technology

Local Innovation Unit

**Position** Deputy Director

Duration November 2004 to January 2005

Responsibilities Assist the Director with priority projects. Ensure that Engineering graduates that were going for tool making training in India had completed all their medical examinations, possessed valid undergraduate diplomas and passports. Involve in numerous projects e.g. the potential of commercial abalone farming and the application of nanotechnology.

Reason for leaving: Temporary contract. Although it was a great learning curve and very interesting work, it was not my area of expertise.

**Institution** King Fahd Armed Forces Hospital, Jeddah

**Position** Clinical Pharmacist

Duration September 2003 to September 2004

Responsibilities Perform ward rounds, dispense drugs, prepare chemotherapy, drug interventions and provide drug information to patients and medical personnel.

Achievement Elected as the 1st Continuing Education Co-ordinator for the Pharmacy Department at the King Fahd Armed Forces Hospital.

Reason for leaving: End of 1-year contract.

**Institution(s)** Symphony Pharmacy and Gatesville Medical Centre

**Position** Locum Pharmacist

Duration July to August 2003

Responsibilities Dispense drugs and provide pharmaceutical

care to patients. Ensure that patients receive appropriate medication in the right doses and that there are no significant drug interactions.

Reason for leaving: Temporary work as I knew that I was going to work in Saudi Arabia.

**Institution** University of the Western Cape

**Position**  Part-time Lecturer – Pharmacy Practice & Pharmaceutical Chemistry

Duration February 2002 to June 2003

Responsibilities Lecture 2nd, 3rd and 4th year Pharmacy students. Invigilate, set and grade examinations.

Reason for leaving: Temporary contract. There were no permanent vacancies at the University during that time.

**Institution** Peninsula Technikon

**Position**  Part-time Lecturer - Pharmacology

Duration April to September 2001

Responsibilities Lecture Medical Technology and Nursing students. Invigilate, set and grade examinations.

Reason for leaving: Part-time employment

**Institution** Mitchells Plain Private Hospital

**Position** Locum hospital pharmacist

Duration February to June 2001

Responsibilities Dispense drugs and provide pharmaceutical

care to patients.

Reason for leaving: Temporary employment.

**Institution** Al-Hada Military Hospital

**Position** Inpatient Pharmacist

Duration September 1999 to December 2000

Responsibilities Dispense drugs and evaluate prescriptions. Deal with queries relating to adverse effects.

Reason for leaving: Difficult adjusting to life on hospital compound.

**Institution** University of the Western Cape

**Position** Permanent Lecturer - Pharmacology

Duration January 1998 to September 1999

Responsibilities Lecture Pharmacy, Dentistry and Dietetics students. Invigilate, set and grade examinations.

Reason for leaving: Offered a position to work as a hospital pharmacist in Saudi Arabia.

**Institution** Mitchells Plain Medi-Clinic

**Position** Pharmacist Intern

Duration January to December 1997

Responsibilities Perform all the duties pertaining to the practice of pharmacy. Serve as the vice-chairperson of hospital’s Internal Audit Committee.

Reason for leaving: Completed my internship.

**Institution** University of the Western Cape

**Position** Lecturer - Pharmaceutical Chemistry

Duration 1994 to 1997

Achievement Elected to serve as the Student Liaison Officer for the School of Pharmacy

Responsibilities Lecture Pharmacy students and supervise laboratory practicals. Perform research on the antimicrobial potential of traditional medicines. Invigilate, set and grade examinations.

**ACHIEVEMENTS**

* Best final year Pharmacology Student Award -1994.
* Appeared on National television for research on traditional medicines.
* Published in Modern Pharmacy – Volume 1 page 39, “*Secundem Artem – have we lost the Art?*”
* Published in the Journal of Ethnopharmacology (Ireland).

Title: “*Preliminary antimicrobial screening of four South African Asteraceae species.*”

* Delivered a poster at the Conference of the Academy of Pharmaceutical Sciences held in Grahamstown (1994).

Title: “*Antimicrobial screening of plants indigenous to the Western Cape.*”

* Delivered an oral presentation at the combined International Conference of Pharmacology and Pharmaceutical Sciences - September 1996.

Title: “*Preliminary structural investigation of an antimicrobial compound of the Asteraceae Family*.”

* Delivered a poster at the Conference of the Academy of Pharmaceutical Sciences - July 1998.

Title: “*Preliminary stability studies of Isoniazid Elixir*.”

* Joint author of a paper presented at the 3rd SOCEPTA Conference in Nairobi -December 1998.

Title: “*Pilot study on the availability and use of antituberculous, antiasthmatic, antibiotic, antihypertensive and antidiabetic drugs at the primary health care level in the Province of the Western Cape*.”

* Founder member of the University of the Western Cape School of Pharmacy Alumni Association - March 1999.
* Certificates obtained: Waters HPLC Course (1995); Eli Lilly Communication Course (1995) and Essential Drugs Programme (EDP) for Districts (1996).
* Appointed as a member of the Pharmaceutical and Analytical Committee of the South African Medicines Control Council - May 2002.
* Attended the workshop of the heads of the SADC drug regulatory authorities -

26th to 28th February 2003.

* Provincial Co-ordinator for the EDP Impact Study 2003.

* Author of the Northern and Western Cape Provincial reports for the EDP Impact Study – March to April 2003.
* Completed short course in Pharmacoeconomics at the University of Pretoria – July to August 2006.
* Attended several in-house courses at Pfizer SA (August 2006 to present) – Emotional Intelligence (EQ); Crucial Conversations; Presentation Skills and Assertiveness Training.
* Attended several workshops at PCMA and IHRM on Pharmacoeconomics and Managed Healthcare (October 2006 to present).
* Appointed member of the Innovative Medicines of South Africa (IMSA) Pharmacoeconomics Committee – January 2007.
* Visited Pfizer Canada to increase my knowledge on Outcomes Research, Pharmacoeconomics and gain insight into Managed Healthcare practices in North America - 5th to 9th March 2007.
* Attended WHO workshops on Evidence-based Medicine and Pharmacoeconomics – 7th to 11th May 2007 and 19th to 23rd November 2007.
* Completed a Basics in Health Economics Course online – World Bank Institute – May/June 2007.
* Nominated to be the IMSA representative on the Health Quality Assurance body (HQA) of South Africa – July 2007.
* Attended the Pfizer World Outcomes Research Forum in Rio Grande, Puerto Rico – 5th to 9th November 2007.
* Attended the Centre for Health Economics Module 2 – “Advanced Methods for Cost-Effective Analysis” at the University of York, UK – 30th June to 4th July 2008.
* Member of International Society for Pharmacoeconomics and Outcomes Research (ISPOR) South Africa affiliate and the PCMA - 2008.
* Member of the Pfizer Employment Equity and Skills Committee (PESCO) – November 2008.
* Member of IMSA Essential Drugs List (EDL) and National Health Insurance (NHI) Committees – November 2008.

# COMMUNITY ACTIVITIES

* Member of Bo-Kaap anti-drug campaign - 1994.
* Member of the Mfuleni Primary Health Care Project - 1996.

# PERSONAL INFORMATION

Nationality South African

Languages English, Afrikaans, Arabic (intermediate)

Marital status Married

Dependants One

# EDUCATIONAL QUALIFICATIONS

Institution University of the Western Cape

Degree **Bachelor of Pharmacy**

Duration 1990-1993

#### Institution University of the Western Cape

Degree **Master of Pharmacy** – in Pharmaceutical Chemistry completed in 1998

**Title of thesis**: “The preliminary antimicrobial screening of four South African Asteraceae species and the structural identification of an antipseudomonal compound from *Arctotis auriculata*.