

A Guide to IPHA Affiliate Companies



A&L Goodbody

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A&L Goodbody (ALG) is one of Ireland's leading Irish corporate law firms. Headquartered in Dublin, with offices in Belfast, London, New York, San Francisco and Palo Alto, it has expertise across all areas of Irish corporate law. For over 100 years ALG has been at the centre of corporate Ireland, advising some of the largest and most influential corporates, both domestic and international. With a large operation in Belfast, ALG provides full service legal advice across the island of Ireland, advising on cross border mandates. A significant proportion of ALG's advice is for the international business community. This includes clients establishing, acquiring or financing operations in Ireland and cross-border transactions and disputes. The firm has long-standing working relationships with all leading international law firms and other professional advisers.

ALG has been at the centre of the developments in the pharmaceutical sector since the 1970s, with a team from specialist areas across the firm dedicated to the area. A number of our specialist lawyers have experience of previously working in other jurisdictions including the UK, USA and Asia. We provide a full range of legal advice to companies and organisations in this sector. ALG is widely recognised for providing innovative solutions, pioneering structures and having unparalleled market insight and relationships.

Our clients range from large listed and medium-sized corporations to emergent biopharmaceutical companies. We also regularly advise private equity and venture capital funds investing in the pharmaceutical industry.



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Co Dublin

Established in 2003, Adare Human Resource Management are among Ireland's best-known and respected providers of Employment Law, Human Resource Management, and Health and Safety Services. Adare Human Resource Management is an Irish company with a unique knowledge of the needs of Irish business, as well as the experience, expertise and dedication to excellence required to fulfil them.

As the leading experts in Employment Law, Industrial Relations and best practice Human Resource Management, we offer a valuable resource to any business that acts as an employer, even those who have their own internal HR function. We are a cost-effective resource available to companies in all sectors.

We assist and advise organisations on a diverse range of solutions, varying from assistance in ensuring compliance with employment legislation through to implementation of best practice solutions to enable organisational change. We offer both retainer HR and Employment Law services for organisations across Ireland requiring this support and expertise either on an ongoing basis and or for once-off project-based HR Management Consultancy services. We have worked extensively in the pharmaceutical industry and these organisations range in size from small owner-managed companies right through to multinationals.

For further details on our HR and Employment Law Services, please call our Head Office on (01) 561 3594 or email info@adarehrm.ie for further information. Alternatively, you can visit our website www.adarehrm.ie

ARTHUR COX

Arthur Cox is a market-leader in the provision of legal services to the Life Sciences industry, with a multi-disciplinary practice group successfully combining the very best of the firm's corporate, commercial, transactional, regulatory, competition and intellectual property expertise to serve the pharmaceutical, biotechnology, medical devices, food and cosmetics industries in Ireland. Combining legal skill with solid industry knowledge, Arthur Cox represents many of Ireland's and the world's major pharmaceutical, medical devices and agri-business companies. Our unique life sciences regulatory and compliance expertise enables us to provide deep advice in relation to clinical trials, marketing authorisation pathways, life cycle management, relationships with healthcare professionals, promotion and marketing activities and regulatory due diligence. Our expertise is bolstered by our secondment experience in reviewing client promotional and marketing materials and practices. Our extensive experience in this sector, allied with strong links with local and EU trade and regulatory associations, enable us to anticipate and identify potential issues in advance, thereby ensuring the smooth operation of our clients' businesses. It is for this reason that we count many of the world's leading pharmaceutical, medical device and biotech companies among our clients.



Ashfield is a global leader in commercialisation services for the healthcare industry, with more than 7,000 employees across 24 countries. We are proud to be the leading provider of contract services to the Irish pharmaceutical industry – and we partner with our clients to provide highly skilled, bespoke teams and innovative healthcare solutions that are results-focused. Via a trusted and expert team, Ashfield Ireland is proud to offer some of the following services:

- Contract vacancy management

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- Patient support programmes
- Sales force effectiveness and management team training (insights discovery)
- Direct headcount recruitment
- Remote clinical and commercial services
- Pharmacovigilance and quality services

All our offerings are fully supported by dedicated medical, compliance and legal teams to ensure the highest standards and that our projects are compliant with both HPRA and IPHA requirements.



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AXIS Healthcare Consulting Ltd, established in 2012, is Ireland's only owned and managed dedicated market access consultancy focusing on strategic market access and health technology assessments on behalf of international client organisations.

AXIS Consulting (AXIS) continually evolves our range of services to meet the varying needs of a broad range of customers in a constantly changing environment and, uniquely, offers a range of services to support market access activities from stakeholder mapping to pricing and reimbursement submissions. AXIS has unrivalled knowledge of the Irish healthcare system and extensive experience in preparing HTA submissions for the National Centre for Pharmacoeconomics (NCPE).

The in-house team at AXIS is composed of health economists, modellers, researchers, biostatisticians and market access specialists. All of these have direct experience of working in the healthcare sector to deliver a best in class service for our clients.

In January 2017, AXIS expanded its services offerings to the UK and now provides HTA adaptations for the SMC, AWSMG and NICE delivered by its experienced UK based team.

AXIS is a member of the Minerva Network (<http://www.minerva-network.com/network.php>) and collaborates with experts in HTA agencies across Europe and the USA to deliver multi country submissions.



Since 1999, CCIS Ltd has specialised in providing bespoke conference management and delegate management services to the Irish healthcare and pharmaceutical market.

CCIS handles more than 100 events annually and, in our 19 years, we have gained a reputation for professional, personal service with both delegates and clients.

This experience has helped us to develop a number of service offerings from full meeting event services to individual delegate logistics, including our online delegate portal services.

We have a dedicated team fully certified and trained in all aspects of code compliance and transfer of value reporting.

CCIS is driving innovation in healthcare meetings and our experience can ensure that we maximise the return on your meeting investment.

Our services are designed to meet your specific requirement and we offer solutions for every stage of the meeting process. From meeting concept to communications, from budget planning to delivery of the event and onward to post event review and transfer of value reporting, our team are with you.

Our bespoke **Conference Diary Portal** provides a secure communication channel that ensures, collection and recording of consent to disclosure, delegate logistical data, meeting registration and it is personalised to each client, event and delegate experience.

We truly understand the business of healthcare meetings and our knowledge of events, locations, delegate services and compliance code is why we say: **“We Do What We Do So You Can Do What You Do”**

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Chameleon is one of Ireland's leading print management solutions providers. Our wealth of experience in the industry, combined with our network of printers, our dedication to delivering quality projects that have been personally managed and approved by our team, are the reasons our clients see us as an essential part of their marketing team rather than just another supplier. We specialise in brand and event management in the pharmaceutical sector, working directly and indirectly with the top pharmaceutical and biotechnology companies in Ireland. We are ISO 9001:2015 certified and audit our suppliers regularly to ensure full compliance.

We exist to create, produce and deliver on our clients' needs.



Better insights
Better outcomes

Yvonne D'Arcy, founder of Darmah Market Research, is an experienced marketing professional. As a specialist with a singular focus on the pharmaceutical industry, Darmah have a strong insight into the needs and issues facing pharmaceutical managers and healthcare professionals. Using our experience, we think ahead for you and collaborate with you to fill the knowledge gaps. We work with you to understand the requirement and will recommend the appropriate research approach to ensure the research objectives are achieved. Because of our hands-on strategic experience, we hit the ground running every time to deliver a value-added service.

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To find out more out our unique offering
please go to www.darmahmarketresearch.ie
Or contact Yvonne D'Arcy 086 6088847 /
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We interpret findings to provide meaningful insights, deeper customer understanding and, most of all, we provide recommendations based on the robust data which we gather on your behalf.

Our services include:

- Advisory Boards facilitation
- Focus group facilitation
- One-to-one research
- Workshops facilitation
- Patient insights

We carry out market research with all healthcare professionals - consultants, nurses and pharmacists. We work with patient advocacy groups to facilitate patient insights. This is what our 'clients' say about us: "Yvonne's experience in different therapeutic areas brings ideas and insight which are of enormous benefit"- Market Access Manager

"Darmah are effective in building intelligence. They get a high level of traction among healthcare professionals and opinion-leaders when undertaking market research" - Country Brand Lead We understand the importance of the customer relationship and we will help you strengthen and sustain those relationships through effective engagement and responsiveness to needs.

DATAWISE
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A local business with global reach, Drury | Porter Novelli is Ireland's leading full-service public relations agency. Founded in 1989, DruryPN supports organisations in corporate, healthcare, financial, public affairs, consumer and digital communications.

As a Porter Novelli agency, DruryPN is part of an international network which includes over 100 offices in 60 countries worldwide. Porter Novelli is in turn part of Omnicom, an interconnected global family of leading marketing communication companies. Being part of the Omnicom international network allows DruryPN to learn from the latest trends and insights, gives us access to global research, and best practice in analytics and brand communications planning tools.

We are a **corporate** advisory firm with high calibre, experienced capability unmatched in the Irish market. Our offer is encapsulated across the practice areas of reputation management, crisis and issues management, financial and transaction communications, employer brand, corporate citizenship, and public information/social impact.

DruryPN's **public affairs** practice is a leader in the Irish market. We work with some of the world's leading companies on Irish and European public policy issues and help them achieve better outcomes, whether by capitalising on legislative developments or mitigating a policy risk. We advise senior executives across a range of sectors on their engagement with the Irish Government, local authorities, civil service and European institutions and regularly design and implement strategies to effect policy change.

As experts in **consumer**, brand and lifestyle communications, we deliver integrated campaigns that drive purposeful action through influence and engagement, resulting in brand recognition, behavioural change and an increase in sales for a diverse client base. Our **digital** team have extensive experience amplifying your message across social media and digital channels in order to produce measurable results against your objectives.



At Deloitte, we focus on helping clients transform their strategic vision into innovative, practical health care solutions that support their business goals today and tomorrow.

Deloitte's Life Sciences & Health Care practice is among the largest in the world, leveraging the extensive knowledge, skills and experience of over 12,400 professionals in 90 countries.

Our practice offers a distinctive menu of professional services delivered in an integrated approach that address all segments of the health care providers and life sciences industries.

The mission of Deloitte's Life Sciences & Health Care practice is to work with our clients to help shape the new health economy and the roles they play within it.



Edelman is the world's leading independent communications marketing firm that designs and delivers strategic initiatives to impact business outcomes for our clients.

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Within the health sector, we bring to bear a nuanced understanding that health is everyone's business and that companies, governments, institutions and individuals are shifting their perceptions from disease-management to prevention, maintenance and continuous improvement. Our team is intimately familiar with the medical, scientific, business, policy and societal issues that affect the health sector with expert capabilities in reputation management, Government affairs and marketing, we partner with our health clients to evolve, promote and protect their brands and reputations.



EY is a global leader in assurance, tax, transaction and advisory services. The insights and quality services we deliver help build trust and confidence in the capital markets and in economies the world over.

Our Global Life Sciences Sector brings together a worldwide network of 11,000 life science professionals to anticipate trends, identify their implications and help our clients create competitive advantage, and improve outcomes for patients, physicians and payers.

We help clients navigate their way forward and achieve sustainable success in the new health-outcomes-driven ecosystem. In so doing, we play a critical role in building a better working world for our people, for our clients and for our communities.



FleishmanHillard serves Irish and international clients, working with leading companies, brands and organisations to unlock the potential of ideas designed to travel across today's most influential channels. The company's values and principles include respect and teamwork, ethical behaviour, transparent business practices and relationship-driven client service that achieves meaningful results. These values unite FleishmanHillard into a talented and committed team working across continents and cultures on

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behalf of its clients. Fleishman's award-winning healthcare team have an exceptional track record in media relations, reputation management, product communications, disease awareness, public affairs, social and digital, crisis management and issues management within the challenging healthcare environment. The team provides the curiosity, experience and confidence to push the boundaries of healthcare communications to deliver for our clients.



Freedom Consulting



Innovation and perseverance are hallmarks of the life sciences industry. As Ireland's economy expands in an environment of external political uncertainty, the pharmaceutical industry continues to innovate under challenging circumstances. As the fastest growing professional services firm on the island of Ireland, we understand the difficulties you face in growing your organisation in a sustainable manner.

Our Business Consulting Life Sciences team combines strategic thinking and on the ground experience to deliver practical management solutions. We leverage our international footprint of over 42,000 employees to deliver end-to-end project management, strategic advisory and operational excellence solutions. Our scale and dynamic workforce ensure we provide leading solutions that are relevant to your industry such as:

- Project Management - e.g. supporting clients through the delivery of structured project management services to deliver solutions in operations, regulatory compliance and performance management;

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- Robotic Process Automation (RPA) - e.g. delivery of an RPA project to support invoice collections and ERP input processes encompassing about 20,000 invoices from a network of 7,000 suppliers resulting in a time saving of 80%; and
- Financial Transformation - e.g. delivery of a Target Operating Model (TOM) to shift a biopharmaceutical company's method for the calculation of Cost of Goods Sold (COGS) to an activity-based- costing methodology.

hanover

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Hanover Dublin is an independent communications and public affairs consultancy agency based in Merrion Square, Dublin 2. Specialising in healthcare, it is part of the international Hanover Group which has offices in London, Brussels and Dubai, and the growth-hacking consultancy Multiple and creative communications agency The Playbook.

Hanover Health was awarded the title of Policy and Public Affairs Consultancy of the Year at the Communiqué Awards 2018. It was also named Global Public Affairs Agency of the year 2017 and EMEA Healthcare Agency of the year 2017 by the Holmes Report. The agency has been credited for its strategic approach to delivering policy and public affairs expertise in a collaborative effort through working with the wider Hanover Group and forging partnerships across the healthcare sector. This approach enables Hanover to deliver policy change in a complex and challenging political environment.

Hanover Health's policy, advocacy and public affairs team grew by 27% in 2017, based on strong client retention and satisfaction, and significant new client wins. Hanover's continued diversification saw the team work in 19 new therapy areas by the end of the year while consolidating its position as a market leader in high-level strategic advice working with eight of the world's top 10 global pharmaceutical companies.

Now one of the fastest growing agencies in Dublin, the team is headed up by Lorna Jennings, previously Managing Director at Keating & Associates. Their offering is strengthened by the appointment of former Tánaiste and Minister for Health, Mary Harney, as a Senior Adviser as well as Conor Gouldsbury, former Special Adviser to Fine Gael.



hmR - Health Market Research is a multinational company specialised in the generation of insightful knowledge and consultancy services for the healthcare industry. Our ambition is to provide our clients with the highest level of support for their business decisions.

To accomplish this ambition, hmR is permanently seeking and collecting information from the best sources. In our experience, transactional sell-out data which we collect from our partners, the pharmacies, is the most suitable and reliable data to characterise the Irish pharmaceutical market.

hmR applies the most up-to-date statistical and extrapolation models to the data collected from our representative pharmacy panel, ensuring high-quality information and knowledge to deliver to our clients. We have worked to ensure an excellent service and speed in delivering information to clients.

At hmR - Health Market Research, we take immense pride in our ability to understand the market, our high data quality and speed in delivering the expected information.

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Back-to-back winners of the overall Grand Prix at the Marketing Society's Research Excellence Awards in both 2016 and 2017, Ipsos MRBI is renowned across Irish public and private sector organisations alike for delivering high quality, insight-driven, actionable research. Founded in 1962, we provide the full range of research services to pharmaceutical companies and healthcare bodies.

Our personnel have a depth of knowledge and experience in public and private healthcare research, putting the company in a strong position to provide tailor-made solutions to the specific needs of our clients. As well as offering local expertise, we can link in with the global Ipsos network which provides research solutions to healthcare clients around the world. Our experience covers the full spectrum of therapeutic areas. We provide market research services across both qualitative (in-depth interviews, focus groups, facilitated workshops, advisory boards, ethnography) and quantitative (telephone, face-to-face, self-completion and online surveys) methodologies. All work is conducted and managed directly in-house by Ipsos MRBI.

We cover all medical audiences in primary and secondary care, including opinion leaders, hospital consultants/specialists, registrars, pharmacists, GPs, nurses, sales representatives and other healthcare professionals. Among the research services offered are usage and attitude studies, patient journeys, DFUs and message recall, pre and post-launch research, product development and concept testing.

We also conduct research with various consumers, patients and the general public (e.g. via our OmniPoll or dedicated studies, including Healthy Ireland for the Department of Health). Since 2008, we have been running Ireland's first syndicated pharmacy panel of 200 community pharmacists, with monthly surveys on issues such as parallel imports, patient numbers and prescription patterns.

With any research project, our ultimate aim is to provide strategic recommendations and action-oriented findings for our clients while maintaining the highest quality control standards throughout. We are the first market research agency in Ireland to be accredited to ISO quality standards.



IQVIA (NYSE:IQV) is a leading global provider of information, innovative technology solutions and contract research services focused on helping healthcare clients find better solutions for patients. Formed through the merger of IMS Health and Quintiles, IQVIA applies human data science - leveraging the analytic rigor and clarity of data science to the ever-expanding scope of human science - to enable companies to reimagine and develop new approaches to clinical development and commercialisation, speed innovation and accelerate improvements in healthcare outcomes. Powered by the IQVIA CORE™, IQVIA delivers unique and actionable insights at the intersection of large-scale analytics, transformative technology and extensive domain expertise, as well as execution capabilities. With more than 55,000 employees, IQVIA conducts operations in more than 100 countries.

IQVIA is a global leader in protecting individual patient privacy. The company uses a wide variety of privacy-enhancing technologies and safeguards to protect individual privacy while generating and analysing the information that helps their customers drive human health outcomes forward. IQVIA's insights and execution capabilities help biotechnology, medical device and pharmaceutical companies, medical researchers, Government agencies, payers and other healthcare stakeholders tap into a deeper understanding of diseases, human behaviors and scientific advances in an effort to advance their path toward cures.



LloydsPharmacy is owned by McKesson, a global leader in healthcare supply chain management solutions, retail pharmacy, community oncology and specialty care, and healthcare information technology.

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With 92 Pharmacies nationwide, LloydsPharmacy is Ireland's largest community pharmacy group employing almost 1000 colleagues.

At LloydsPharmacy, we believe that health is more than just the opposite of being sick, and it is more than just how our bodies feel. Being healthy puts a bounce in our step and a smile on our face. It is this positivity that helps us get well and stay well. Our goal is to engage our customers one by one, to enhance their healthcare experience regardless of lifestyle or life stage.

LloydsPharmacy colleagues are committed to achieving a shared vision of a healthier world, where customers and patients in the LloydsPharmacy community can live life to the fullest. Colleagues collectively receive over 17,000 hours of training each year and are trained to the highest industry standards so they can deliver the highest quality of customer care and expert health care advice.

LloydsPharmacy appointed the Irish Heart Foundation as their official charity partner for two years and, together, we will raise awareness of how to prevent cardiovascular heart disease and stroke. As a result of this partnership, a LloydsPharmacy pharmacist in each of the pharmacies has received additional heart health training from the Irish Heart Foundation medical experts, and can offer patients cardiovascular risk assessments, lifestyle advice, blood pressure and BMI and pulse checks to discover those at risk of atrial fibrillation.

LloydsPharmacy also provide a range of services in stores nationwide to help deliver the best customer experience and health care. For further information:

<https://www.lloydspharmacy.ie/experience-care/our-healthcare-service>



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Lansdowne Executive Search is a premium level executive search company, specialising in the appointment of senior business leaders and the provision of bespoke consultancy services. We deliver a range of Executive Search and Interim Management solutions, in addition to tailored Executive Coaching and Organisational Consulting services.

Our partners are trusted advisors to many of Ireland's leading businesses and institutions, regarding senior-level appointments. We work closely with all stakeholders in the search processes we manage to ensure that timely and effective results are delivered. Our energetic and collaborative working style, combined with our insight, extensive networks and diverse industry knowledge ensures that we are highly effective. We will take particular care to ensure that the client's organisation is correctly represented and the context of the role being filled is clearly understood. This combination of elements ensures that we promptly identify the very best talent available to grow and develop client organisations, enabling them to achieve their strategic goals.

Our partners have an established track record of results at senior management and board level across a variety of industry sectors including:

▪ Pharmaceutical ▪ Healthcare ▪ Medical Devices ▪ Biopharmaceutical ▪ Sales and Marketing ▪ Finance ▪ Supply Chain ▪ ICT ▪ Professional Services ▪ Engineering

Matheson, an Irish law firm established in 1825, advises internationally focused companies doing business in and from Ireland. Matheson has more than 670 legal and tax professionals working across its offices in Dublin, Cork, London, New York, Palo Alto and San Francisco.

We have a market leading life sciences group which advises organisations in the pharmaceutical, biotechnology, medical technology, agri-chem and healthcare sectors on the full range of legal, tax and regulatory issues that affect them. Our life sciences group is structured on a cross-departmental basis, drawing specialist members from the firm's corporate, taxation, litigation, intellectual property, competition, commercial, environmental and property groups.

We advise our clients on a broad range of issues including:

- establishment and expansion of their Irish operations;
- regulatory issues regarding the research, manufacture, marketing and distribution of pharmaceutical, biotechnology and other products;
- reimbursement applications and legal challenges to reimbursement decisions;
- other regulatory disputes and commercial litigation;
- regulatory inspections and enforcement;
- public consultations and inquiries;
- corporate structuring and corporate governance matters;
- mergers, acquisitions, restructurings, joint ventures and other corporate transactions;
- venture capital, private equity and other fundraising structures;
- development of strategies for protecting and exploiting intellectual property;
- intellectual property disputes, including patent litigation;
- data protection, e-commerce issues and website vetting;
- product liability, environmental issues, health and safety issues;

- procurement and competition issues;
- taxation issues including transfer pricing;
- commercial property and projects; and,
- licensing and other industry commercialisation and research and development agreements.

Please contact Emma Doherty (emma.doherty@matheson.com) or Michael Finn (michael.finn@matheson.com) for further information.

MCCANN FITZGERALD

With over 600 people, including over 430 lawyers and professional staff, McCann FitzGerald is Ireland's premier law firm. McCann FitzGerald offers expert, forward-thinking legal counsel to clients in Ireland and around the world. The firm's deep knowledge spans a range of industry sectors, tailoring solutions to fit your specific needs. McCann FitzGerald's clients are principally in the corporate, financial and business sectors and it also advises government entities and many state bodies.

The firm is divided broadly into four main groupings of corporate, banking and financial services, dispute resolution and litigation and real estate (including construction). We also operate industry sector and specialist practice groups which comprise professionals from different groupings. McCann FitzGerald was named as a Top 50 innovative firm and the FT Innovative Lawyer Awards 2017 and awarded "Law Firm of the Year 2018" at The Lawyer European Awards.

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The MRII is committed to the promotion of professionalism and best practice for all Healthcare Industry Representatives. We provide educational, development and networking opportunities, enabling our members to interact in a relaxed and friendly environment. Membership represents a broad spectrum of healthcare industry representatives (primary / secondary care and OTC), representing branded and generic pharmaceutical companies and medical devices companies. The Institute examination provides members with an industry qualification of established merit. The National Conference takes place in April each year. Affiliate membership is available to those who do not require to sit the examination.

PAREXEL

PAREXEL is a leading innovator of global biopharmaceutical services. We simplify our clients' journey of transforming scientific discoveries into new medical treatments for patients with high-quality Phase I-IV clinical research, regulatory, consulting and market access services. PAREXEL develops breakthrough innovations and solutions by leveraging its comprehensive therapeutic, technical and functional expertise, in more than 100 countries around the world.

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Pharma Solutions is a specialist recruitment company dedicated solely to the pharmaceutical & healthcare industries. Our aim is to provide a strictly confidential and professional recruitment service to both our candidates and clients. Our speciality is recruiting at all levels of Sales, Marketing, Medical, Clinical Research and Senior Management Personnel. We work closely with ethical pharmaceutical, OTC, equipment, nutrition and diagnostic companies.

Pharma Solutions was established in 2002 to provide candidates and clients with a complete specialist service for total confidential recruitment within the pharmaceutical Industry.

Individuality is the key to our success. We treat each client, candidate and employee as an individual with their own individual needs and tailor our service offerings to best fit these needs.

Pharma Solutions is unique in that we are a specialist company in the true sense. We can advise our candidates and clients through the maze of recruitment issues that they face daily because we have the industry experience, knowledge and resources to do so.

Our area of recruitment focuses specifically on the pharmaceutical industry. We have previous experience of successfully recruiting the full spectrum of mid and senior level management positions as well as top corporate posts in both the Sales and Marketing and Clinical Research side of the industry.

We stress confidentiality and all searches are conducted with sensitivity and discretion for both client and candidate. Our network draws on our extensive selection of contacts to bring intelligent, well researched candidates to our clients. We provide personal attention to their requirements with reliable follow through and respect for their time.



A Pharmed Group Company

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Pharmaforce is a full-service resourcing and outsourcing company that provides a range of key Contract Outsourcing, Commercial and Recruitment services. We are part of the award-winning and wholly Irish Pharmed Group – a leading service provider within the pharmaceutical, medical devices and healthcare sectors in Ireland and the UK.

Contract Outsourcing

We are a key player in the contract outsourcing market. Our established and highly experienced Syndicated & Dedicated sales teams provide immediate access to Pharmacies and GP's across Ireland and have a proven track record in delivering results.

We can provide teams and individuals on a short, medium or long-term term basis in line with your business needs across a broad range of areas. Clinical Nurse Advisors, Product Trainers, Key Account Managers, Regional Managers, Sales Managers, Product Managers, Brand Managers, Medical Science Liaisons and Nutritionists/Dieticians for example. We can supplement any team at short notice.

Commercial Solutions

Our tailored commercial solutions provide an immediate, flexible and cost-effective solution to accessing resources that can be expanded or reduced according to the business needs. These include E-detailing, Key account management, Product/brand development, Tele-detailing, Pharmacy merchandising and Sales force In-call Quality service.

HR & Recruitment

For over 10 years Pharmaforce has been managing and developing bespoke HR and Resourcing services to Pharmaceutical and Healthcare companies across Ireland. Our HR & Recruitment services include Permanent headcount, Temporary & Contract staff, Executive search, Market and salary information, Psychometric testing and Coaching and mentoring.

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PharmaLex is one of the largest specialised providers of Development Consulting, Regulatory Affairs, Quality Management and Compliance and Pharmacovigilance, Epidemiology and Risk Management worldwide. Our GLOCAL (GLObal reach and loCAL presence) teams of experts can take you through early strategic planning activities and non-clinical requirements to clinical development, through regulatory submission processes and finally guide you to market approval and product maintenance post-launch activities.

PharmaLex started 25 years ago with a vision to be the largest specialised global provider of regulated services handling all health agency requirements. Our ambition was to make a difference to how our industry interacts and works effectively with health authorities, through the provision of our expertise and resources.

Today, our unrivaled global expertise combined with an expert approach to compliance is proven by 600+ clients worldwide. Our key advantage is that we are large enough to scale and manage all client programs, but small enough to be manageable by the client. We work holistically with our clients to combine intelligent global and regional strategies with operational services that deliver effectively. Our comprehensive portfolio covers services relevant for all major product categories and therapeutic areas. We work to support our clients to bring specialty products to market and ensure mature products continue to deliver against the desired highest standard.

PharmaLex stands for **PHLEX**ibility! Our trusted, flexible and quickly available local (or global) teams leverage their experience to reduce complexity by using innovative solutions to efficiently manage your products. We are a leader in innovation, for example our Artificial Intelligence (AI) offering provides our clients optimised results and certainty when navigating through all stages of the product lifecycle.

In an ever-changing and increasingly complex international healthcare market, we are prepared with industry leading insights to be your partner delivering “confidence beyond compliance”.

Media House



24 South William Street
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Web: www.promozoo.ie

Let's work together to strengthen your brand.
Call Mark on 01 670 6122 or email
mark.c@promozoo.ie

Promozoo is an award-winning creative agency based in Dublin. For nine years, we've specialised in the healthcare and pharmaceutical industries, offering a blend of design creativity, innovative strategies, and the latest technologies.

From OTC to Rx brands, from awareness campaigns to educational projects, we can develop the optimum strategy for your brand, from creative concept to full campaign.

Our range of services include digital engagement, localisation, rep materials, pharmacy window deployment, full radio and video production in our city centre studios, live stream and webinars, full outdoor media campaigns, and trade shows and events.

Our team of designers, developers, multimedia editors and marketing strategists are specialists in healthcare campaigns and trained in IMS and Veeva platforms.



PR360 is a full-service communications agency based in the heart of Dublin's city centre.

Our team comprises over 20 talented professionals, with expertise and experience in government relations, policy, law, journalism, management consultancy, consumer marketing and advertising, social and digital communications, graphic design, data analytics, and video production. We are passionate about communications and never afraid to push boundaries or challenge convention.

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We believe in the power of intelligent communications. We deliver integrated communications campaigns that are carefully considered and fully aligned with our clients' commercial priorities. This allows us to successfully engage with their target audience and stakeholders, both internal and external, for maximum return. When we work with clients, their business becomes our passion.

We have a particularly strong expertise and experience in healthcare working with pharmaceutical companies, hospitals, retail pharmacy, healthcare innovators and representative bodies amongst others.

Find out more about us at: www.pr360.ie



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The Global Pharmaceuticals and Life Sciences Industry Group at PwC is dedicated to delivering effective solutions to the complex business challenges facing pharmaceuticals and life sciences companies. A global leader in serving the pharmaceuticals and life sciences industry, PwC has extensive experience working with companies on industry-specific strategic, operational, and financial issues. Our expertise includes assurance, tax and advisory services, as well as specialised capabilities in regulatory compliance, risk management, performance improvement and transaction support.

With over 6,500 pharmaceutical and life sciences specialists in Ireland and around the world dedicated to the provision of professional services to pharmaceutical and life science clients, PwC has the breadth of knowledge and experience to provide quality services to clients facing the most complex of challenges.



Prospectus Management Consultants work across the public and private sectors and have unrivalled Health & Life Science experience supporting policymakers/funders, healthcare providers, and H&LS companies for over 20 years in Ireland.

Our core business is supporting organisations to: • Define their strategic direction and implementation requirements; • Ensure they have the right organisational structures and systems to implement their objectives; • Assist them in developing strong business cases to secure investment; • Deliver results through supporting change management processes. Our “creative change” approach to all assignments means we are focused on your implementation requirements from the outset. This can be supported by Prospectus’ trademarked online application and process (Corporate Innovation Index) that allows organisations to objectively assess how innovative they are; measure how they compare against others; and identify what they need to do to improve.

Our mission is to always minimise the pain of your investment by delivering tangible business benefits to you.



SRLPharma was established in 2015 to support legislation implemented in 2011 by the EMA, EU (PIP) Pediatric Implementation Plan and the US FDA PSP, Pediatric Study Plan.

We are located at the University College Cork, Ireland, where we provide the turn-key solution for the provision of sensory and consumer science services to the pharmaceutical community through our partnership with UCCs School of Pharmacy www.ucc.ie/en/pharmacy and the HRB Clinical Research Facility at the Mercy Hospital, Cork where we have the necessary support and infrastructure required when working with active pharmaceutical ingredients (APIs).

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We have partnered, collaborated and established links with pharmaceutical and biotechnology companies, the CRO community, academic institutes (such as the University of London) and the EuPFI, <https://www.eupfi.org> all of whom are at the forefront of research in this area. All our research is conducted to ICH-GCP standards.

How is the research conducted? Expert panels of consumers.

SRLPharma Team EU

Our multidisciplinary team of qualified and experienced sensory scientists, consumer research professionals and clinical trials SME's have many years of industry and academic experience supporting our clients in an approachable, scientific, confidential and ethical manner. Specifically, for regulated studies, strict oversight is managed and maintained by our Chief Investigator and our Quality and Regulatory Affairs Manager.

Chief Investigator

All clinical research activities are overseen by our Chief Investigator who has experience in over 300 Phase 1 to 3 clinical trials to GCP standard (ICH- GCP Clinical Trial Directives). As part of this oversight and so that our clients can be assured that all research is carried out to the highest level of patient/volunteer safety and quality, a risk assessment of all proposed research is made, all protocols are reviewed and applications to relevant authorities such as the Independent Ethics Committee and the HPRA are made.



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Teneo, was created following its 2016 acquisition of PSG Communications. Today, Teneo advises some of Ireland's largest indigenous organisations, as well as the Irish-based subsidiaries of some of the largest and most complex companies in the world. Teneo is a multi-award-winning agency with several broad service areas covering healthcare and corporate communications, public affairs and reputation management, brand strategy and marketing communications, sports and entertainment sponsorship, and digital strategy and communications.

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As part of Ireland's leading business school, Smurfit Executive Development programmes are designed to provide the business leaders of today and tomorrow with a transformational experience. We are one of an elite group of schools worldwide to hold

triple accreditation from AACSB (US), EQUIS (Europe) and AMBA (UK) and are the only Irish member of the leading international business school alliances CEMS, GNAM and PIM.

Smurfit Executive Development is ranked first in Ireland, 48th in the world and 26th in Europe, in the prestigious 2018 Financial Times Open Programme Executive Education Rankings. Over the past five years, we have developed our executive education portfolio significantly with almost 2,000 executives attending programmes annually representing more than 250 organisations. Equally, we are working with an active client portfolio of 35-40 customised clients delivering programmes in Ireland and the US, Europe and Asia. In September 2017, we opened our new state-of-the art Executive Development Centre in the Smurfit campus in Blackrock, Co Dublin, due to our growing portfolio

The reason we believe we have seen such a demand for our programmes is our focus on delivering demonstrable results to the participating executives and their organisations. We have an excellent and diverse international faculty and, together with our dedicated professional team, we put our clients and our participants at the heart of everything we do. By offering a world-class range of customised, diploma and open enrolment programmes, Smurfit Executive Development helps executives and their organisations create new opportunities to drive growth and create value.



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The Uniphar Group is a leading provider of outsourced and specialist services to companies in the pharmaceutical, biopharmaceutical and medical devices sectors in Ireland, the UK and, since 2018, in mainland Europe. Working closely with our manufacturer and healthcare professional partners, we provide an innovative range of standalone services and integrated solutions that support manufacturers in their work with customers and patients. With a 50-year history of partnering successfully with pharmaceutical manufacturers and annual revenues in excess of €1.1 billion, Uniphar is divided into three trading divisions:

The **Lifecycle Management** business works to improve patient access to pharmaco-medical products and treatments, by developing valuable relationships and interactions between manufacturers and other healthcare stakeholders. We partner with manufacturers to ensure better access to medications for patients and improved product longevity for manufacturers. Lifecycle Management offers integrated solutions to manufacturers at the critical early and late stages of their product's life. With access to pharmaceutical medicines from around the world and our digital patient management solution, combined with deep expertise in logistics, international regulatory affairs, reimbursement policies and quality control, Uniphar Lifecycle Management is in a strong position to meet the needs of pharmaceutical manufacturers looking for support in this space.

Our **Commercial and Clinical** businesses, which include Star Medical Limited, Point of Care Health Services Limited and new acquisition Outico Limited provide outsourced commercial and clinical services to pharmaco-medical manufacturers and other healthcare operators, specifically in contract sales, resourcing, multichannel marketing and patient adherence and nursing solutions. Recent acquisition Sisk Healthcare forms part of this business, giving us a strong offering to medical device manufacturers as well as pharmaceutical and biopharmaceutical companies.

Uniphar Supply Chain Services provides both pre-wholesale distribution, through Allphar, and wholesale distribution, through Uniphar Retail Services, of pharmaceutical, healthcare and animal health products to pharmacies, hospitals and veterinary surgeons in Ireland. The business supports a diverse customer base through the provision of strong service levels coupled with innovative commercial initiatives.



Founded in 1833, McKesson Corporation is ranked fifth as a fortune 500 company and employs over 70,000 people. McKesson delivers pharmaceutical and medical products and business services to retail pharmacies and institutional providers like hospitals and health systems throughout the US and internationally. We also provide specialty pharmaceutical solutions for biotech and pharmaceutical manufacturers, as well as practice management, technology and clinical support to oncology and other specialty

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practices. Additionally, we deliver a comprehensive offering of healthcare products, technology, equipment and related services to the non-hospital market, including physician offices, surgery centers, long-term care facilities and home healthcare businesses.

McKesson Europe is present in 13 countries employing over 39,000 employees to provide innovative healthcare services. Our retail pharmacy business is LloydsPharmacy and commands market leading position across many European markets.

In Ireland the United Drug supply chain services businesses and LloydsPharmacy operate under the parent brand McKesson Ireland.



Under one roof, Verve houses a multi-disciplinary team of creatives, storytellers, techies and thinkers – as well as the producers, makers and doers who make it happen.

Creatively led, insight-driven sponsorship activations, events, live brand experiences, design and digital are all in our wheelhouse.

We help brands connect with people by showing their human side and we have a lot of fun doing it.

With offices in London, Dublin and Amsterdam, Verve has been partnering with clients for 27 years to build modern brands that make their mark.



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VISION is a management consulting firm that delivers breakthrough solutions in Customer Service, Leadership Development, Call Centre Excellence, Organisational Culture Change and in the design and deployment of new and more efficient operating models.

Using our Commitment-based Management™ approach, we design and implement transformation programmes at both an operational level and at a customer-facing level. The CbM approach is designed to positively transform the relationships of employees, customers and partners to increase operational effectiveness and organisational innovation.

Our work starts with the premise that businesses are fundamentally networks of commitments between people. This is the foundation for rapid change and transformations that are sustainable. Using the idea of the network of commitments, we help clients tackle their most challenging business problems and opportunities and deliver fast and enduring results.

Companies such as Paypal, Sky, Pepsi, Digicel, Ericsson, Soangroup, IBM, Cemex, General Motors, Lloyds TSB, Citi, Scottish and Southern Energy (SSE), Intel, Telefonica, Warner Music and many others have worked with VISION to create new business models and work through issues in a more innovative way. More recently, we have been working with companies in the healthcare and pharmaceutical industries in Ireland and the UK.



Whitney Moore is a full-service Irish law firm with its priorities firmly fixed on the delivery of consistently high-quality legal services. Established in 1882, Whitney Moore has been a strong presence in the Irish legal market for over 130 years. We have a culture of providing high quality legal advice promptly and efficiently. Our lawyers work collaboratively with our clients so that our clients achieve their objectives effectively.

Core practice areas include banking, corporate, dispute resolution, employment, insolvency and corporate recovery, IP, data protection and real estate. We also have particular expertise in the healthcare and pharmaceutical sector. Mark Ryan, a partner in our corporate team, acts for numerous clients in the pharmaceutical sector, including manufacturers, wholesalers, trade associations (such as IPHA and the IPU), and retail pharmacy owners. Aoife Murphy, a partner in our Intellectual Property team, is particularly experienced in complex multi-jurisdictional patent disputes and has acted in many of the patent cases that have

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come before the Irish Courts in recent years. She has been involved in claims of infringement and revocation of patents which protect pharmaceuticals, medical devices, biotechnology and electronic point-of-sale systems and is internationally recognized as a leader in this field (Legal 500 EMEA 2018).

Whitney Moore advises small and medium-sized Irish enterprises, as well as international companies looking to establish or expand their presence in Ireland. Clients also include public bodies, listed companies and private clients. Our client offering is further strengthened by our membership of the prestigious Meritas global network of independent law firms, giving our clients access to quality-assured legal expertise worldwide.

Whitney Moore is large enough to have the experience and resources necessary to provide our clients with comprehensive, effective legal advice, yet small enough to retain direct partner involvement in all matters.



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William Fry is one of Ireland's leading law firms, representing clients across the full spectrum of the international pharmaceutical industry. It has over 460 staff, including 320 legal and tax professionals. Our client-focused service combines technical excellence with commercial awareness and a practical, constructive approach to issues regularly affecting the manufacturers and suppliers of prescription and non-prescription medicines. Strong client relationships and high-quality tailored advice are the hallmarks of our business.

We frequently represent clients' interests before the relevant institutions in and outside of Ireland, such as the Health Products Regulatory Authority, the Health Service Executive, the national competition authorities and the European Commission. We have extensive experience (both contentious and advisory) in the pharmaceutical and biotechnology sector from an intellectual property, regulatory, commercial and competition law perspective.

More specifically, we specialise in:

- Complex multi-jurisdictional litigation involving life science and pharma patents and trademarks;

- Regulatory issues concerning the labelling, advertising and promotion of both prescription and non-prescription medicines;
- Parallel imports and protecting the pharmaceutical supply chain from infiltration by falsified medicines;
- Post marketing and manufacturing authorisation issues - more recently the transferability and maintenance of such authorisations post-Brexit;
- The effect of the EU General Data Protection Regulation (GDPR) on the industry;
- Advising on competition law aspects of distribution arrangements including the adoption of reduced wholesaler models, exclusivity and minimum purchase obligations; on conduct by dominant firms and on parallel trade strategies; and
- Advising on the full range of corporate issues, including M&A transactions, IPOs, fund-raising and corporate governance.



WifOR is an independent economic research institute that provides **objective and insightful data analytics and outcomes research** to private and public sector clients. Our results are tailored to client needs and used to guide and inform key decision makers and stakeholders (e.g. policymakers, investors, suppliers and the public).

WifOR has a strong focus on health and life sciences. Our research brings stakeholders together by creating a common understanding of impact through economic and science-based metrics. We support multinational pharmaceuticals in over 20 countries as well as government bodies and organisations such as efpia, EuropaBio, IFPMA, AMIIF, vfa, and the World Health Organization.

Our **economic, environmental and societal impact analyses** quantify value contribution of individual drugs/innovations, companies, the life sciences sector and the overall health economy. It is our ambition to change the perception of health expenditures – away from an economic burden and towards **health as an investment** that creates economic growth, wealth and employment.

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