



CATHERINE
BACON

CONTACT

 www.fingerpostconsulting.com

 cbacon@fingerpostconsulting.com

 07584 067407

 Catherine Bacon

 fingerpostconsultingltd

 fpostconsulting

 fpostconsulting

FINGERPOST CONSULTING LTD
Company no. 09715384
33a Park Lane, Poynton,
Cheshire, SK12 1RD

BIOSKETCH

Strategic market access consultant with a particular focus on value communications and payer research. Catherine's main strengths lie in investigating, understanding and communicating the value of pharmaceutical products to payers and health care professionals. She believes the underlying principles of value communication are an understanding of different payer needs, strategic thinking and the ability to clarify complex information.

Catherine has worked in market access consultancy for ten years during which time she has worked with many pharmaceutical, medical device and diagnostics companies, and built up an understanding of the different global payer needs.

Catherine founded Fingerpost Consulting in September 2015 with the aim of supporting small to medium-sized market access consultancies with their value communication and payer insight needs.

CORE SERVICES

- HTA/payer research, landscaping, stakeholder mapping
- Value story elicitation through internal workshops, evidence review and value message testing
- Customised market access training, particularly for value communication and payer research
- Management of global, core, reimbursement and strategic value dossiers

CONSULTING SKILLS

- Primary research methods including one-to-one interviews, online focus groups, and face-to-face workshops/advisory boards
- Secondary research methods including targeted literature review, gap analysis and data extraction
- Structured, systematic analysis
- Reporting with strategic focus via Microsoft® Word or PowerPoint
- Clear verbal and written communication
- Solutions-focused, project leadership
- Understanding of: ABPI adverse event reporting, EPhMRA and BHBA market research guidelines, global anti-bribery legal requirements and general payer archetypes
- Awareness of the Sunshine Act (USA), Loi Bertrand (France) and similar acts being developed in other countries

OTHER SUPPORT

- Short-term contracts to cover temporary resource issues
- Mentoring/line management of junior staff
- Coordination of projects that require systematic reviews, HTA submissions, health economics and outcomes research through a strong network of freelance consultants

PROJECT EXPERIENCE

Project experience has largely focused on the delivery and strategic guidance of payer research and value communications projects within market access. The majority of projects have involved exploratory payer research, analysis of HTA preferences, development of value story/global value dossiers and development of interactive communication materials, databases and value platforms.

Market experience includes EU5, Ireland, Canada, Australia. To a lesser degree, previous payer research has also incorporated the USA and various emerging markets.

Disease area experience includes: Oncology (non-small cell lung cancer, metastatic breast cancer, prostate cancer, gastric cancer, chronic lymphocytic leukaemia), infectious diseases (HIV, hepatitis C), autoimmune disorders (multiple sclerosis, rheumatoid arthritis, type 1 diabetes, Addison's disease), haemophilia A and B, rare diseases (oncology, endocrine, paediatric genetic, haematological malignancy), endocrine disorders (diabetes type 1 and 2, growth hormone disorders in children and adults), sleep disorders, fertility products, anaemia of chronic kidney disease, atopic dermatitis.

Research topics include: Biosimilars, medical devices, orphan drugs, companion diagnostics, managed entry agreements/outcomes based models, patient reported outcomes/health related quality of life.

PREVIOUS POSITIONS

January 2015 - August 2015

Consultant, Double Helix Consulting, Market Access

May 2014 - January 2015

Consultant, Abacus International, Payer Insight and Reimbursement Strategy (PIRS) and Value Communication

May 2012 - April 2014

Project Manager, Abacus International, PIRS and Value Communication

April 2011 - April 2012

Senior Research Analyst, Abacus International, PIRS

July 2010 - March 2011

Senior Research Associate, Mapi Values (Adelphi Group), Value and Insight Communication (VIC)

May 2007 - July 2010

Research Associate, Mapi Values, Market Access

PUBLICATIONS

- Publications: Tolley K, Goad C, Yi Y, Maroudas P, Haiderali A, Thompson G. Utility elicitation study in the UK general public for late-stage chronic lymphocytic leukaemia. *Eur J Health Econ.* 2013 Oct;14(5):749-59. doi: 10.1007/s10198-012-0419-2. Epub 2012 Sep 1.
- ISPOR abstracts and posters

EDUCATION

2002 – 2006

UMIST (University of Manchester)
MSc Neuroscience and Molecular Cell Biology

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