

## A Guide to IPHA Affiliate Companies

**A&L Goodbody**

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.



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

IFSC  
North Wall Quay  
Dublin 1  
Tel: +353 1 649 2000  
Email: [dublin@algoodbody.com](mailto:dublin@algoodbody.com)

2nd Floor, 43-51 Temple Grove House,  
Temple Road,  
Blackrock,  
Co Dublin

For further details on our HR and Employment Law Services, please call our Head Office on

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.



Agency X 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.

(01) 561 3594 or email [info@adarehrm.ie](mailto:info@adarehrm.ie) for further information. Alternatively, you can visit our website [www.adarehrm.ie](http://www.adarehrm.ie)

Media House  
24 South William Street  
Dublin 2  
Web: [www.agencyx.ie](http://www.agencyx.ie)

Let's work together to strengthen your brand.  
Call Mark on 01 670 6122 or email [mark.c@agencyx.ie](mailto:mark.c@agencyx.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.



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).

For further information:  
please contact Colin Kavanagh  
Earlsfort Centre  
Earlsfort Terrace  
Dublin

Tel: +353 1 618 0000  
Email: [dublin@arthurcox.com](mailto:dublin@arthurcox.com)

Galway Technology Centre,  
Mervue Business Park  
Galway

Tel: +353 86 6040702  
Email: [info@axisconsulting.ie](mailto:info@axisconsulting.ie)

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.



BresMed is a health economic and outcomes research (HEOR) consultancy that works with pharmaceutical companies and medical device manufacturers, helping them identify, evaluate and demonstrate the clinical and economic value of their products to governments and other healthcare payers and providers. Our head office is in Sheffield and we employ over 160 people in the UK, Ireland, the Netherlands, India, and the US. In February 2020, BresMed was acquired by Arsenal Capital Partners, a health focused private equity firm that is building a new value demonstration company to transform the way medical advances reach the patients who need them.

BresMed's core services include developing health economic models, which use cutting-edge economic and statistical methodology, supporting reimbursement and value dossiers and providing value demonstration and market access services to optimize clients strategic approach to HTA and market access. This includes supporting best practised evidence generation and synthesis (desk research or landscaping and expert elicitation) and providing strategic advice for HEOR submissions. Our team of industry experts deliver high-quality and innovative research solutions, working closely with clients to develop economic models and analyses for early product development and submission to the National Centre for Pharmacoeconomics (NCPE), National Institute for Health and Care Excellence (NICE) and the Scottish Medicines Consortium (SMC) as well as other national authorities globally. In Ireland, our team includes HEOR specialists working from our Dublin office supporting clients with local and international submissions.

CityWest Business Centre,  
3013 Lake Drive,  
Citywest, Dublin 24

[www.bresmed.com](http://www.bresmed.com)



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.

## COVINGTON

Covington & Burling LLP is an international law firm with 13 offices globally. Our Dublin-based lawyers work closely with those in our other European offices and around the world to support foreign companies doing business in Ireland or assisting national businesses with their expansion into new markets. We deliver commercially minded advice that takes into account the increasingly complex global regulatory and reporting regimes that affect businesses' strategy and operating structures.

We offer expertise in the life sciences, digital health, technology, and consumer brands industries, together with sophisticated and integrated knowledge of Irish, EU, and other international laws and regulations. Our lawyers on the ground in Ireland work closely with Covington's international public policy, anti-corruption, export controls, international tax, and global dispute resolution practices to develop comprehensive solutions for clients on a variety of challenging cross-border transactional, regulatory, compliance, enforcement, and litigation matters.

19 Weston Crescent  
Weston Park  
Lucan, Co. Dublin  
K78 VF78

Tel: +353 1 621 7900  
Mobile: +353 86 344 2886  
Email: [dave@chameleonpm.ie](mailto:dave@chameleonpm.ie)

13 Merrion Square,  
Dublin,  
Ireland  
D02HW89



*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.

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.

To find out more out our unique offering please go to [www.darmahmarketresearch.ie](http://www.darmahmarketresearch.ie)  
Or contact Yvonne D'Arcy 086 6088847 / [Yvonne.darcy@darmah4pharma.ie](mailto:Yvonne.darcy@darmah4pharma.ie)



17a Gilford Road  
Sandymount  
Dublin 4

Email: [frontdesk@drurypn.ie](mailto:frontdesk@drurypn.ie)  
Website: [www.drurypn.ie](http://www.drurypn.ie)

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.

Deloitte Ireland LLP



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.

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.

29 Earlsfort Terrace,  
Dublin 2,  
D02 AY28  
Tel: +353 1 417 3455  
[www.deloitte.ie](http://www.deloitte.ie)

Harcourt Centre  
2 Harcourt St  
Saint Kevin's  
Dublin 2  
Tel: [+ 353 1 678 9333](tel:+35316789333)

For further information see: [www.edelman.ie](http://www.edelman.ie)  
/ @edelmanireland on Twitter and Instagram  
or contact [dublin@edelman.com](mailto:dublin@edelman.com).

15 Fitzwilliam Quay



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 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.

Dublin 4

Tel: +353 1 6188444

For more information please visit  
[www.fleishmanhillard.ie](http://www.fleishmanhillard.ie)



GUERIN CONSULTING

GUERIN CONSULTING was established to provide strategic counsel to clients seeking an advisor with extensive leadership experience in policy and public affairs. GUERIN CONSULTING works in partnership with clients to shape a positive environment to grow and protect the business, helping companies connect to influence, collaborate, and build reputation with key stakeholders.

Having a deep understanding of the critical success factors required to bring healthcare innovation to market GUERIN CONSULTING can navigate the market access challenges and support development of corporate positions on key policy issues.

Contact: Paula Guerin  
Email: [paula@guerinconsulting.ie](mailto:paula@guerinconsulting.ie)

### **About Paula Guerin**

Biopharma Executive with 30 years' experience which has spanned numerous leadership roles in Policy and Public Affairs, Marketing, and Stakeholder Collaboration.. She has a track record for guiding organizations to influence and be part of political and public dialogue on healthcare delivery and access to medicines. She has many years of international experience in various pharmaceutical marketing and communications roles in the UK and in the USA

Paula has served on the board of the Irish Platform for Patient Organizations, Science, and Industry (IPPOSI) and on the Communications Advisory Forum for the Irish Pharmaceutical Healthcare Association (IPHA). She currently serves on the Board of Rare Diseases Ireland and the IPPOSI Policy Advisory Group.

# hanover

53 Merrion Square  
Dublin 2

Tel: +353 1 905 3512  
Email: [dublin@hanovercomms.com](mailto:dublin@hanovercomms.com)

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.



Hibernian Healthcare provides a range of healthcare services, training and medical equipment. Based in Dublin our pool of over 30 nurses and 60 nurse and paramedic instructors deliver services including: Home Medication Administration, Patient Support & Education, Training for medics including Advanced Cardiac Life Support, Workplace Drug Testing, Home Blood Drawing, First Aid and CPR training and Health Screening.



Operating in Ireland since 2015, HMR is a company specialized in developing Knowledge for the Healthcare sector. Today, HMR is a reference company for the Knowledge it can provide and for the specialized consultancy services is able to provide to all healthcare players. Specialized in developing Knowledge based on daily information collected at a pharmacy level, HMR is reinforcing this information by combining data from different sources, allowing our Customers to make the most well-informed decisions. At HMR, we believe that the power of Knowledge grows when it is shared. And it can change lives. That is what makes us a relevant partner in the European healthcare market, providing insightful healthcare knowledge to our customers' business.

Unit 4, The Westway Centre  
Ballymount Ave  
D12 HP66  
Ireland

Tel: +353 1 460

24 The Courtyard  
Kilcarbery Park  
Nangor Road

Tel: +353 1 4136 821

Email: [info@hmr.ie](mailto:info@hmr.ie)

Web: [www.hmr.ie](http://www.hmr.ie)



Block 3, Blackrock Business Park,  
Blackrock  
Co. Dublin

Tel: +353 14 38 90 00

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.



ISS are one of the largest global service organisations with market presence in Europe, Asia, South America, North America, and Australia. ISS employs more than 530,000 employees in over 72 countries worldwide. Our global presence allows us to meet the growing demand from multinational corporations for consistency across borders while leveraging deep market expertise to ensure partnerships are nurtured at the local level.

Building P1  
EastPoint Office Park  
Alfie Byrne Road  
Dublin 3, D03 C825

Web: <https://www.iqvia.com/>

ISS Ireland Limited.  
4 – 6 Riverwalk  
Citywest Business Campus  
Dublin 24

Tel: +353 1 4682900  
Email: [sales@ie.issworld.com](mailto:sales@ie.issworld.com)

ISS was founded in Copenhagen in 1901 and has grown to become one of the world's leading facility services companies. Operating in Ireland since 1995, ISS currently employs 2785 people nationwide. We believe that people make places and places make people. From strategy through to operations, we partner with customers to deliver places that work, think and give. They choose us because we create, manage and maintain environments that make life easier, more productive and enjoyable. We aim to manage service provision through the application of a team work ethic, with each member of staff understanding their role and purpose in delivering great service to our clients. This in turn provides a flexible and business driven service to meet our customers' requirements now and well into the future. The secret to our success lies in how we tailor our solutions to client needs, how we manage risk, and how we add the power of the human touch in everything we do.

ISS Ireland office locations include Donegal, Galway, Cork, and Belfast, with our head office located in Citywest, Dublin 24.



Linked Financial are an Insurance Intermediary firm based in Athlone Co Westmeath.

We provide high quality advice to both corporate and retail clients in all areas of financial planning, including Life Cover, Income Protection, Pensions, Savings and Investments. We are also authorised to act as a Mortgage Broker.

Our corporate client offering is centred around the implementation and management of Group Pension and Death in Service Schemes. However, we are one of the few players in the marketplace that have embraced "Financial Wellness" as an integral part of our Corporate service offering.

Recent surveys \* have shown unequivocally that a healthy and stress-free workforce leads to better productivity, less staff turnover and less absenteeism. However, the statistics paint a picture of concern for most employers:

- 1 Over 50% of employees are suffering stress Caused by finance related issues in their personal lives
- 2 Approximately 11 million days are lost through employee absenteeism each year.
- 3 Employees spend up to 3 hours of work time each week dealing with their personal finance matters
- 4 Employees are looking for their employers to help.

*\*Source: Close Brothers Finance Wellbeing Index 2019 / PwC Financial Wellness Survey / WTW 2017/18 Global Benefits Attitudes Survey, UK*

Linked Pensions and Investments,  
6 Pearse Court, Pearse Street,  
Athlone, Co Westmeath

Tel: 090 6417023

Email: [hello@linkedfinancial.ie](mailto:hello@linkedfinancial.ie)

Our programme addresses all these issues and more. It is tailored to meet your own company's specific demands and is delivered to all employees in all locations through a combination of on-line, self-learning and traditional clinic style workshops and seminars .

Talk to us today for an initial, no obligation, consultation.



Sean McDonagh  
13 Priory Office Park  
Stillorgan  
Co. Dublin

Tel: +353 563 6158  
Mobile: +353 87 7961062

Email: [sean.mcdonagh@lansdownesearch.ie](mailto:sean.mcdonagh@lansdownesearch.ie)

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



LEARN MORE [www.mapbiopharma.com](http://www.mapbiopharma.com)

MAP BioPharma is a Market Access specialist accelerating patient access to medicines, devices and diagnostics. With offices in Dublin and Cambridge, MAP offers a unique integrated approach that supports you throughout the product lifecycle helping you navigate the complexities of the Market Access environment.

Our services include:

- MAP Online - a one-stop Market Access portal, which you can rely on for consistent advice and support. The only validated Market Access portal that explains policies and processes. Part of the membership gives access to a helpdesk and a members email to answer your queries. The MAP Online team help organisations make the right decisions on Market Access strategy, reducing time and costs.
- Consultancy – our team draw on deep experience from across the industry, to give you answers that take the big picture into account, whilst still allowing you to focus your consultancy spend where it will have the most impact. This blended approach results in 95% of our work resulting in positive client outcomes. Our team of experts can help you with:
  - Policy and Public Affairs
  - Market Access and Pricing Strategy
  - HTA Submissions
  - Health Economics and Outcomes Research
  - Medical Writing
  - Legal Consulting



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.

70 Sir John Rogerson's Quay  
Grand Canal Dock  
Dublin

Tel: + 353 1 232 2000

# 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 Award.



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.

Riverside One  
37-42 Sir John Rogerson's Quay  
Dublin 2

Tel: +353 1 829 0000

PO Box 500  
Dungarvan  
Co Waterford

Tel / Fax: 058 43955  
E-Mail: [info@mrii.ie](mailto:info@mrii.ie)



UnitedHealth Group's (UHG) Optum is a leading health services and innovation company. UHG has 330,000 employees in the U.S. and its Optum division has 1,500 employees in Ireland.

**Optum's Pharmacy Advisory Services** includes multi-disciplinary experts that represent a continuum of pharmacy stakeholders. They provide actuarially focused training, analytic, and strategic services, which are designed to characterise, quantify, and address financial risk in the evolving pharmacy environment.

We help our clients to understand the financial impacts of change (drugs/devices, benefit design, etc.) on US payer budgets, and how our clients may need to respond- even at study design stage. Our actuarially-focused, multi-disciplinary team of subject matter experts provide both quantitative and qualitative support to a range of clients- life science, health plan, PBM and specialty pharmacy most often.

# 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.

One Spencer Dock,  
Dublin 1

For more information, visit [www.optum.com](http://www.optum.com)

One Kilmainham Square  
Inchicore Rd.  
Dublin 8, Ireland

Tel: +353 1 473 9500

For more information, visit [www.PAREXEL.com](http://www.PAREXEL.com)

# PHILIPLEE

Philip Lee is one of Ireland's leading full-service commercial firms. We have built a team of top tier lawyers who can advise on every aspect of business, both at home and abroad.

Philip Lee is internationally recognised in the healthcare, pharmaceutical and life sciences sectors. Our clients (which include multinational pharmaceutical companies and medical device companies as well as indigenous distributors) choose us for our detailed technical knowledge and our breadth and depth of experience across all areas of law and policy that affect business in these sectors. The firm regularly advises on issues such as market access, compliance with industry codes of practice, contracting, competition, data protection, intellectual property, advertising and marketing, regulatory obligations and clinical trials.

Our firm is also a recognised leader in other areas of law, including corporate and M&A, real estate and planning, construction, PPP, procurement, environmental, energy, competition, data, employment, EU, intellectual property, IT, immigration and tax.

Philip Lee is the only Irish member of Multilaw, an elite international network of law firms with over 10,000 lawyers and a combined turnover of \$5bn, giving clients direct access to leading legal, policy and business partners worldwide. Philip Lee's Dublin office is enhanced by offices in London, Brussels and San Francisco and is one of the fastest growing law firms in Ireland.



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

7-8 Wilton Terrace,  
Dublin 2,

Tel: +353 1 2373700

50 Upper Mount Street  
Dublin 2

Tel: +353 1 637 1777  
Email: [info@weare360.ie](mailto:info@weare360.ie)

Find out more about us at:  
<https://weare360.ie>

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.

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.



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.

PricewaterhouseCoopers  
One Spencer Dock  
North Wall Quay  
Dublin 1

Tel: +353 1 792 6000



Prospectus Management Consultants  
8 Leeson Close, Dublin 2, D02 KC98  
Ireland  
Tel: +353 (0)1 2902800  
Web: [www.prospectus.ie](http://www.prospectus.ie)

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.



Ireland: +353 (0)85 286 0809  
UK: +44 (0)7968 186 961

Website: [www.PharmaIntegrity.com](http://www.PharmaIntegrity.com)  
Email: [Info@PharaIntegrity.com](mailto:Info@PharaIntegrity.com)

### **About Pharma Integrity**

Pharma Integrity is the leading provider of healthcare compliance services to pharmaceutical companies advertising prescription medicines in Ireland, and the only provider with expert in-house experience in the requirements when operating in both the UK & Ireland. We provide advice of the highest quality that considers each client’s unique set of circumstances, extensive training options for pharma and third-party providers on the operational application of the legislative & self-regulatory requirements relevant to what they want to achieve (the *how* and *why*, not just the *what*), outsourced review and certification, establish & review compliance frameworks, policies and procedures for companies to operate within, and perform audit/inspection readiness analysis. Together we go beyond.

**Our Vision:** We love to provide clarity and practical insight, and as a leader in our field we drive a positive reputation of the pharmaceutical industry. We are proud to work with those who put the patient and patient safety first, and to be a trusted partner of choice.

**Our Purpose:** Driving the understanding and application of regulatory requirements surrounding the advertising of medicines to ensure the right patients have access to the right treatments at the right time.

**Our Values:** Do the right thing. Deliver quality in all that we do. Be a trusted partner.

Subscribe to our FREE monthly newsletter: <http://eepurl.com/g5ZG99>



info@saluteminsights.com  
087 7598702

'Established in 2016 Salutem Insights is a reputable health economic and market access consultancy based in Ireland. The award-winning Salutem Insights team possess a broad range of expertise and over 20 years of experience which allows us to create tailored solutions to a variety of complex industry issues within both the public and private marketplace. We provide integrated health economic and outcomes research as well as market access solutions to guide your company's needs throughout the product lifecycle. Our work balances scientific and academic expertise with commercial and strategic awareness to support your business goals and to enhance your chances of sustainable success.'



TCP Homecare is transforming healthcare in Ireland with our goal to 'Bring Hospital Care Home'. TCP Homecare is the only Irish nurse-led service provider that has been accredited with ISO 9001:2008. Our management team has pioneered many innovations for Irish healthcare and has vast experience in setting up and managing patient support services.



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.

TCP Ltd  
1-3 Westland House  
Westland Park, Willow Road  
Clondalkin  
Dublin 12  
Tel: +353 1 4291828  
[www.tcp.ie](http://www.tcp.ie)

Cranford House,  
Montrose,  
Donnybrook,  
Dublin 4

Email: [info@psgcomms.ie](mailto:info@psgcomms.ie)

Tel: +353 1 6614055



Uniphar Group  
4045 Kingswood Road  
Citywest Business Park  
Co. Dublin

Tel: +353 1 428 7777  
Email: [Telesalesdublin@uniphar.ie](mailto:Telesalesdublin@uniphar.ie)

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 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.

United Drug House, Magna Drive, Magna  
Business Park, Citywest Road, Dublin  
24, Ireland.

Tel: +353 1 463 2300  
Email: [Reception.UDW@united-drug.com](mailto:Reception.UDW@united-drug.com)

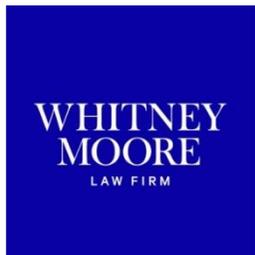
Verve Live Agency  
11-15 Erne Street Upper  
Dublin 2  
Ireland

Tel: +353 1 637 5160  
Email: [ask@verve.ie](mailto:ask@verve.ie)

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.



Wilton Park House  
Wilton Place,  
Dublin 2

Tel: [+353 1 611 0000](tel:+35316110000)  
Email: [ecomms@whitneymoore.ie](mailto:ecomms@whitneymoore.ie)

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 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.



2 Grand Canal Square,  
Grand Canal Dock,  
Dublin 2

Tel: +353 1 639 5000

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.

Galway Technology Centre  
Mervue Business Park  
Galway

Katrin P. Ostwald  
Mobile: +353 87 095 9798 (Ireland)  
Email: [katrin.ostwald@wifor.com](mailto:katrin.ostwald@wifor.com)



6 Ely Place  
Dublin 2

Tel: +353 1 669 0030

Wilson Hartnell is the largest and longest established PR company in the Irish market and is part of the global Ogilvy network. A founding member of the Public Relations Consultants Association, the company is widely recognised as being a standout leader in the market.

With over 80 consultants, Wilson Hartnell has a depth and breadth of specialism and expertise that is unrivalled in the market. The unique combination of talent from healthcare, corporate and PA strategists to creatives, digital to behavioural science, we are as comfortable managing an issue for a client as we are in driving proactive campaigns to achieve business objectives. Our award winning team provides services to the healthcare industry that spans product communications, disease awareness, digital strategy, public affairs, event management, corporate reputation and issues and crisis management.

We believe that strong industry knowledge, robust research and behavioural science principles coupled with creative flair underpins the work we do to ensure that it resonates with the intended audience to deliver the very best in communications strategy. We embrace David Ogilvy's philosophy of 'Divine Discontent' – we will forever be in pursuit of better work.



ZEPHYR Medical Affairs Ltd.

ZEPHYR Medical Affairs Ltd. (ZMA) is a leading provider of medical and scientific services to the pharmaceutical and healthcare industries. Founded in 2017 by Caroline Kavanagh PhD, ZMA specialises in medical affairs and medical quality and compliance (MQC). With expertise in both prescription and consumer medicine, across a range of therapeutic areas and life-cycle stages, we continue to help our clients as they strive for creativity and compliance.

Email: [Caroline@zephyrmed.com](mailto:Caroline@zephyrmed.com)

Website: [www.zephyrmed.com](http://www.zephyrmed.com)

With over 16 years' experience in the industry, we understand the unique complexities of working within the Irish environment. Our medical affairs services are designed to address client challenges and integrate seamlessly into your organisation at any stage. Core medical affairs offerings include; Advisory boards/focus groups, medical/technical writing, promotional copy review/approval and medical function training/mentoring.

We understand the challenges of maintaining inspection readiness in an increasingly regulated environment. We can help you by designing, maintaining, and optimising your Quality Management Systems (QMS) and by empowering your staff with the skills and knowledge required to understand and thrive in an inspection ready environment. Medical Quality and Compliance offerings include; QMS design and management, SOP development, audit management, CAPA management, quality reviews, company quality plans.



**Zurich Life Assurance plc**

Zurich Life Assurance plc is one of Ireland's most successful life insurance companies, offering a full range of Pension, Investment and Protection products to corporate and retail customers. We have been meeting our customers' needs in Ireland for over 40 years and we are committed to the provision of excellent customer service.

Zurich enjoys a leading position in the Irish DC market through a combination of

- A strong track record of investment out-performance versus industry peers
- Proactive employee engagement via online tools and workplace briefings
- And a strong governance focus, helping the employer and Trustees to meet their regulatory obligations.

Enterprise House,  
Frascati Rd,  
Blackrock,  
Co. Dublin,  
A94 X9Y3

With our depth of experience in servicing companies in Ireland, a commitment to ongoing investment in our DC pensions offering and the corporate stability of a financially strong parent, we would welcome the opportunity to assist IPHA members with your employee benefits requirements.

Please contact **Gary Morrissey, Senior Corporate Distribution Manager**, details below:

**Email:** [gary.morrissey@zurich.com](mailto:gary.morrissey@zurich.com)

**Phone:** 086 8193614

**LinkedIn:** <https://www.linkedin.com/in/garymorrissey/>