

## **Laurence Fong**

### **Senior Consultant - Pricing, Reimbursement and Market Access**

Laurence has extensive experience in leading and managing pricing, reimbursement, market access and public affairs in the pharmaceutical and health industry. As the principal of an international consultancy company, he successfully stabilised and turned around the pricing and market access practice; and completed 63 submissions and evaluations for the pharmaceutical, medical devices, medical services and Federal government sectors. As the health economics manager for an international R&D pharmaceutical company, he developed pricing strategies and was a representative on the company's Medical Marketing Committee where he provided expert advice on clinical research.

Laurence has since held managerial and directorial positions at other major pharmaceutical companies. As ANZ associate director in the pharmacoeconomics and government relations division, he successfully turned an under-performing function in the company into a core and critical function. He also developed and implemented health outcomes, reimbursement and pricing strategies for all products. As director of a specialty hospital sales and marketing division, Laurence lead and managed a variety of divergent functional areas to achieve optimum sales and profitability of the division's assets before taking on directorship of the economic and public affairs division where he developed and led cross-functional teams to develop and manage products from development to post-launch.

Laurence has also held a role as group medical manager with a major R&D pharmaceutical and diagnostics company based in Basel where he was responsible for the specialty care and primary care unit. He developed and implemented strategic clinical trials and Key Opinion Leader plans to turn around the transplantation portfolio, and achieved market leadership status for key products.

Laurence has also held roles as clinical pharmacist, administrator, lecturer and research fellow with various large teaching hospitals, universities and organisations, and was awarded a prestigious scholarship award by the Department of Veterans' Affairs Scholarship in Health Administration.

Laurence Fong graduated from the University of Sydney with a degree in pharmacy before attaining masters' degrees in science (clinical pharmacology) and health planning at the University of New South Wales. Laurence was awarded the Australian General Hospital Association prize for Best Performance in the Masters programs.