



**Doug Niven, PhD**  
Director

Doug Niven brings 8 years of consulting experience in the healthcare and pharma sectors. At INC Research/ inVentiv Health Consulting he has provided commercial consulting services in both Europe and the US, across the product lifecycle for a range of disease areas including immunology, neurology, oncology, mental health, companion diagnostics and digital health solutions.

### **Selected Accomplishments**

- In the field of immunology Mr Niven has supported UCB and other clients develop strategies for their biologic products, in particular for late life cycle management and the entrance of biosimilars
- Mr Niven has recently supported a pharmaceutical company develop its launch and brand strategy for an ICU based product. This has involved establishing a directional price as well as developing and reviewing the case for an outcomes based rebate linked to patient mortality.
- Mr Niven has supported a range of clients in the field of CNS across a range of commercial issues. Particular examples include:
  - Supporting clients on their treatments for Alzheimer's Disease including market development ahead of launch for a disease modifier, branded competition with generics, development of additional services to complement clients' portfolio of treatments
  - Portfolio enhancement through the development of additional / parallel services including digital medicine in behavioural health, outcomes reporting tools for early intervention in psychosis and digital tools for care pathway management

### **Previous Experience**

Prior to working at INC Research/ inVentiv Health Consulting he was a strategy and healthcare economics consultant at Pricewaterhouse Coopers. Here he worked on projects for a range of stakeholders within the UK health system including NHS providers and commissioners, the healthcare regulator Monitor, and a large private health insurer. In the practice he frequently worked on projects related to care pathway optimization within local health economies.

### **Education**

Mr Niven earned his PhD in Physics from the University of Birmingham and a BSc in Physics from the University of Oxford. He also has a BSc diploma in Economics and Finance from the University of London.