



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.