



## **Norgine Strengthens its Global Market Access Capabilities**

Norgine is delighted to announce the appointment of Lance Richard as Global Market Access Manager within Global Marketing.

Lance commenced his career as a clinical pharmacist in South Africa before moving into the field of health economics and outcomes research. In his capacity as a health economist Lance has worked both in industry and consultancy.

In his previous role, Lance was Senior Health Economist, Global Health Outcomes Research at UCB Celltech and more recently Director of Market Access at GfK Healthcare.

Lance's primary role will be to support pricing, reimbursement & market access of Norgine brands and to demonstrate brand value across the brand lifecycle.

Lance studied clinical pharmacy at the University of the Witwatersrand and has a degree in health economics from the University of York.

Ends

### **Notes to Editor**

Norgine is an independent, successful European specialty pharmaceutical company that has been established for over 100 years and has a direct presence in all the major European markets. In 2008, Norgine celebrated its 22<sup>nd</sup> year of double-digit net product sales growth at constant exchange rates. The company employs over 1,000 people.

Norgine's focus is the development and marketing of pharmaceutical products that address significant unmet clinical needs in areas such as gastroenterology, hepatology and pain management. The company currently markets a range of products in its key therapeutic areas e.g., MOVICOL® for the treatment of constipation and faecal impaction, MOVIPREP® a new generation of bowel cleansing preparation, KLEAN-PREP® for bowel preparation prior to colonoscopy, XIFAXAN® for the treatment of traveller's diarrhoea, FIVASA® for the treatment of Ulcerative Colitis and Crohn's Disease and ORAMORPH® for the treatment of moderate to severe pain associated with cancer.

Norgine is active in research and development and currently has products in various stages of clinical development. Norgine manufactures most of its own products in Hengoed, Wales and Dreux in France.

Norgine's web site [www.norgine.com](http://www.norgine.com)

For further information, please contact:

Julie Hornby Winfield. Global Corporate Communications Manager

T: +44 (0)1895 826642

E: [jhornbywinfield@norgine.com](mailto:jhornbywinfield@norgine.com)