

Hammam Omar Ibrahim

Personal Info

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Address:
Al Malaz, Riyadh (SA)

Skills

Leadership and Critical Thinking



Problem-Solving Strategies



Negotiation and Deal Structuring



Health Policy Analysis



Health Economic Modeling



Systematic Literature Review



Real World Evidence (RWE)



Evidence Gap Analysis



Market Access Strategies



Sales Management



Languages

Arabic



English



German



Professional Summary

HEOR Specialist and Public Health Consultant with expertise in HTA, Market Access, Value-Based Healthcare, and Real-World Evidence. Cochrane ECN Member and DEAL Fellow in Public Health, driving healthcare decision-making and patient access.



Experience

HEOR & Public Health Consultant, Guidepoint

[October. 2022 - Present](#)

- Supported and coordinated products' clinical, economic, and social value to Payers, Health Insurance Companies' decision-makers, and the decision-making process.
- Conducted economic evaluations to assess the value of healthcare interventions.
- Identified evidence requirements of key reimbursement, funding, and HTA authorities. And developed a scientific plan to address key gaps with clinical and economic evidence.
- Develop and implement market access strategies, including pricing and reimbursement plans, to ensure that new therapies are accessible to patients.
- Monitoring and following the Regulatory and policy environment changes and reforms of the healthcare system, health insurance, and financing.

Peer Reviewer, Journal of HEOR.

[November. 2023 - Present](#)

- Manuscript Evaluation: Assess the scientific rigor, methodology, and relevance of the research, ensuring the study design, analysis, and conclusions are robust and data-supported.
- Feedback: Provide in-depth, actionable critiques to refine the manuscript, addressing clarity, methodology gaps, and analytical improvements.
- Ethical Review: Verify compliance with ethical standards, ensuring research integrity, and addressing any conflicts of interest or ethical breaches like plagiarism.

DEAL Fellow in Public Health, West African Institute of Public Health.

[May. 2024 - September. 2024](#)

- Implemented innovative strategies to strengthen public health systems by applying theory to practice.
- Engaged in active learning, design thinking, and idea generation to tackle public health challenges.

Pharmacy Operations Manager, Manar Care Medical Company. Riyadh

[November. 2016 - October. 2023](#)

- Managed the provision and supply of pharmaceutical services (clinical, financial, and operational) in the Pharmacy and Clinics regarding the value and Quality measures, especially during the COVID-19 pandemic.
- Driven, monitored, and developed the patient support and counseling program in different areas (antibiotic resistance, obesity, infectious diseases, vaccinations).
- Promote healthy living and improve clinical outcomes by actively engaging in direct patient care and collaborating with many healthcare disciplines.

Marketing Research Associate, IPSOS. Riyadh

[June. 2016 - May. 2017](#)

- Conduct in-depth research and analysis of market trends, competitor activities, and customer preferences in the healthcare and pharmaceutical sectors.
- Design and implement surveys, focus groups, and other research methods to gather data on consumer behavior, product perception, and market needs.
- Delivered clear and concise reports, facilitating strategic planning, enabling stakeholders to make informed decisions about product launches and marketing campaigns.

Key Account Executive, Global Pharma -A Sanofi Company. Riyadh

July. 2015 - August. 2016

- Devised and implemented an effective sales process, leading to consistently achieving the established sales goals and surpassing the annual sales target by %11.
- Worked with cross-functional teams to develop market access short & long-term tactics and strategies for the company portfolio.
- Developed engagement with key players and other relevant opinion leaders to support market access activities, succeed in formulary listing processes & increase brand expansion accessibility.

Product Specialist, Global Pharma -A Sanofi Company. Dammam

June. 2014 June. 2015

- Hit and exceeded sales KPIs by 13% for annual sales targets.
- Actively participated in the Sales & Marketing team for the launch of new CVS products in the Saudi Arabia Market in 2014/2015.
- Effectively communicated and engaged with stakeholders, conducting meetings and RTDs, ensuring the Development of product value propositions, sustained Access, and Prescribing in formulary lists.
- Achieved Successful access to Sartan (Antihypertensive drug) in the formulary listing at Major Private hospitals in the Eastern region in 2014/2015.

Medical Sales Representative, Annahda Medical Company. Dammam

March. 2013 - May. 2014

- Achieved annual sales targets and developed promotional actions to increase market share and customer service by including chain pharmacies in our target customers.
- Regularly analyze territory product performance and market data and propose action plans to the area manager.
- Worked in a cross-functional team to facilitate the implementation and adoption of marketing strategies and tactics, and customer education programs.

Hospital Pharmacist, Al Dakhla Hospital. New Valley, Egypt

July. 2007 December. 2010

- Dispensed and procured medicinal products and supplies used in the hospital, verified patient prescription orders, and conducted necessary utilization reviews.
- Provided patient counseling and advice on prescriptions and alternatives, medication use, dose frequencies, adverse events, and drug interactions.
- Verified safe and secure storage of all medicines and hospital supplies.



Education

Value in Health Center, Riyadh, Saudi Arabia

Essentials of High-Value Health Systems Program, Jan. 2025

International Society of Oncology Pharmacy Practitioners (ISOPP)

Oncology Pharmacotherapy and Applications of Biosimilars (OPAB), April 2025

West African Institute of Public Health, Abuja, Nigeria

The Design Equity and Action Leadership (DEAL) Fellowship, May. 2024

HTA Office, Cairo, Egypt

HTA fellowship program in Health Economics and Outcomes Research (Accredited by ISPOR Egypt chapter and Wifor Institute Germany), May. 2022

Assuit University, Assuit, Egypt

Bachelor of Science, Pharmaceutical Sciences, Jun. 2006

Swansea University, UK

An Introduction to Value-Based Health and Care, April 2025

Implementing VBHC in Swansea Bay UHB, April 2025

**Certificates**

- **Global Payer Forum Program** -Barcelona School of Management (3/2025).
- **Manage Successful Field Research** / DIME -World Bank Group Institute for Economic Development (11/2024).
- **A Framework for Analyzing Public Policies** -National Collaborating Centre for Healthy Public Policy (NCCHPP) – (09/2024).
- **Economics of Vaccination and Immunization in Africa - EVIA program** / OHE -Office of Health Economics. (06/2024).
- **Public Health Basics Package** / Saudi Arabia National Public Health Authority – Public Health Academy (8/2024).
- **Introduction to Evidence-Informed Decision-Making** /The National Collaborating Centre for Methods and Tools (NCCMT)-(05/2024).
- **Searching for Research Evidence in Public Health** / The National Collaborating Centre for Methods and Tools (NCCMT). (05/2024).
- **Research Fundamentals for Early Researchers and Advanced Students in the Arab World** – ANND/ ESCWA, in Cooperation with Qatar University, and Al-Quds University (10/2023-05/2024).
- **STAR Program -Summer Training in Applied Research** / Saudi National Institute of Health (Saudi NIH) 07/2024.
- **Market Access & Health Technology Assessment** / EURORDIS – Rare Diseases Europe (12/2023).
- **Health Economics and Financing** -UNICEF through the Agora platform (11/2023 -04/2024)
- **Implementation research (IR) with a focus on Infectious Diseases of Poverty (IDP) training Course** / the African Regional Training Center, University of Ghana School of Public Health. (08/2022 - 12/2022).
- **Principles & Practices of Clinical Research** (National Institute of Health (NIH) Office of Clinical Research). (03/2020 - 08/2020).
- **Basics of Health Economics Course** / the World Bank Group (01/2023 - 03/2023)
- **McKinsey Forward Program** from McKinsey & Company (11/2022 - 05/2023)
- **Health Financing Policy for Universal Health Coverage** / WHO (05/2023 - 06/2023)

Research Projects & Publications

- Strengthening Nigeria's Health Workforce to Achieve Universal Health Coverage: A Policy Brief, DOI: 10.17605/OSF.IO/7YQJM

Membership & Contributions

- Cochrane Early Career Professionals Network (ECN) | April 2024 – Present
Contribute to evidence-based healthcare through global collaboration, peer engagement, and support for research capacity building and knowledge translation among early-career researchers.

References

1. Ms. Agboola Olamide Tokunbo, BMLS, MPH

Affiliation: Lagos State University Teaching Hospital, Ikeja, Nigeria

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Mobile: +234 816 060 8306

Relationship: Former Supervisor during DEAL Fellowship in Public Health – West African Institute for Public Health

2. Ms. Immaculata Amadi, BSc, MPH

Affiliation: School of Public Health, University of Port Harcourt, Rivers State, Nigeria

Email: immacamadi@gmail.com

Mobile: +234 803 076 7255

Relationship: Monitor and Team Lead during DEAL Fellowship in Public Health – West African Institute for Public Health