



### Our Mission

To improve patients' access to medical care – by working in partnership with industry, clinicians, healthcare providers and payers.

### Our Belief

Patients should have access to the most appropriate medical care at the right time to deliver the best possible health outcomes.

### How we help

We are an independent, team of thought-leaders and functional specialists from business and academia delivering innovative, bespoke, market access solutions to the pharma, biotech & med-tech market sectors. We work with network of proven partners to provide depth of knowledge within a therapeutic category and reach across markets/territories – all delivered in a seamless and cost-effective manner.

### What we do

Strategic Analysis  
Health Economics  
HTA Submissions  
Advisory Boards

Business Planning  
Literature Reviews/NMAs  
Value Communications  
Market/Payer Research

Brand Development  
Pricing/Reimbursement  
Stakeholder Engagement  
Patient/Client Advocacy

### Market Sectors

Speciality Pharmaceuticals  
Rare Diseases/Orphan Drugs

Biotech/Regenerative meds  
Areas of high unmet need

Med-Tech/Diagnostics

### Geographic Scope

Primary: UK

Secondary: EU/Global

### Core Team

**Rob Whitemore** – project leadership, business strategy, brand development

**Iain Claxton** – project leadership, professional relations, medical communications

**Prof Chris Bojke** PhD – health economic evaluation, modelling, HTA advice

**Laura Bojke** PhD – health economic evaluation, modelling, HTA advice

**Louise Crathorne** MSc – HTA advice, medical writing, dossier preparation

**Vanessa Lane** PhD – medical writing

**Dr Mark Edwards** – medical advisor, professional relations/engagement

For more information contact:

**Rob Whitemore** or **Iain Claxton**

**info@roboleo.com**

**www.roboleo.com**

Roboleo & Co Ltd. is registered in England (no: 5159171).  
Registered Office: 9 Market Place, Brackley, NN13 7AB.  
VAT Reg: GB934000371

