**Mark Duman** MRPharmS

A rare blend of **clinician, management consultant** and **patient advocate**. Helps organisations review their  
strategic intentions and tactical efforts to improve their **quality of service** and **increase market access**.  
A **shrewd, dynamic leader**, Mark connects at **C-level** across **healthcare, life sciences** and **digital** sectors.  
**Challenges** healthcare to become more **consumer focused** (*Financial Times, NICE, King’s Fund, HIMSS*).

**Career**

**MD Healthcare Consultants Ltd**, ***Managing Director***, Manchester 2003 - Present

Business development, product marketing and partnership-working assignments including:

* **3M:** analysis of UK digital health respiratory market
* **Ampersand:** *Chief Patient Officer*engaging pharma, NHS and patients in digital therapeutics
* **Ask About Medicines:** initiated concept and 5-year revenue for UK-wide public awareness campaign
* **AstraZeneca:** managed clinician eLearning and patient education projects within AZ Global eBusiness
* **Atlantis Healthcare** – *Commercial Director* selling Patient Support Programs to 16/20 Global Pharma
* **Department of Health**

1. **Commercial Directorate:** Clinical Lead, Independent Sector Treatment Centre (ISTC), West Midlands
   1. **QIPP LTC Commissioning Programme:** supported NW CCGs to establish riskprofiling (*AQuA Affiliate*)

* **Improvement Foundation**: *National Lead for Patient Experience* working with NHS Acute Trusts
* **Intelesant:** *Director of Market Development* (Interim) – preparing IoT product, *Howz* for B2B&C launches
* **Janssen:** working with UK&I to measure, validate and improve their patient engagement (*HaloGEN™*)
* **Luto Research:** *Non-Executive Director*of medicines/ devices information testing company (Aug09-Jun11)
* **Microsoft:** strategic counsel supporting UK launch & development of*HealthVault*product
* **Merck:** challenging all (160) EMEA Medical Affairs staff to harness patient engagement
* **Novartis:** designed & delivered workshop looking at impact of digital health on pharma marketing
* **Nuffield Hospitals Group:** analysis to improve patient experience centring on information provision
* **Siemens healthineers**: analysis and review of health consulting portfolio
* **Takeda:** working with UK&I sales team to better understand end-consumers
* **Tunstall Group Ltd:** developed telehealth market diversification strategy to engage commissioners & VCs
* **UCB Pharma:** worked with the Board and UK staff to redefine and measure patient centricity.

**Monmouth Partners Ltd**, ***Director***, London Feb 2013-May 2016

Making health + care safer, personalised & more sustainable whilst creating & selling a quality consulting team

* **AstraZeneca:**  designed and delivered (US) support mechanisms for their **Pa**tient **Ce**ntricity programme
* **ABPI/ National Voices:** developed framework for collaboration between pharma and patient groups
* **ABHI:** working with Board to shape thought leadership position(s) around patient engagement
* **CQC:** reviewed work practices on public engagement; established *Public Involvement Forum* to  
  share efficiencies across Arm Length’s Bodies including GMC, HEE, NHS England, NICE, MHRA
* **DH** **/NHS England:** led ‘open-space’ events for each of *Dalton, IHW & Medicines Optimisation Reviews*
* **IPSEN, Lundbeck, UCB Pharma:** Board/ Senior engagement to measure and invest in patient centricity
* **NHS Digital (HSCIC):** Board level review & recommendations to invest £3m in patient involvement
* **Royal College Surgeons:** led case for better patient engagement in Cosmetic Surgery (cf. *Keogh Review*)
* **Virgin Care:** developed People Engagement strategy for business bids contributing to £280m contract win.

[**MD Healthcare Consultants Ltd**, ***Managing Director***, Manchester 2008 – Present]

**BearingPoint UK Ltd**, ***Manager - Healthcare***, London *(downsizing)*  2007 - 2008

* **Business/ bid development**, marketing communications, thought leadership and project delivery
* **Team development**, retention & recruitment, performance management, operational excellence
* Led *NHS London* **Maternity Estate Review** (23 hospitals) to inform future strategy.

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**Oakleigh Consulting Group**, ***Managing Consultant/ Business Developer***, Manchester 2004 - 2006

* **Bid development/ delivery** for clients: DH, NHS, Pharma, Medical Publishers, Private Providers
* Projects inc. **business planning, service transformation, clinical engagement, product marketing**.

[**MD Healthcare Consultants Ltd**, ***Managing Director***, Manchester 2003 -Present]

**Hutchison Whampoa Limited** (*Three*), ***Head of Healthcare***, Maidenhead *(redundancy)* 2001 - 2002

* Developed strategy and business propositions for compelling **3G-telephony solutions** across pharmaceutical, national health, corporate wellbeing and consumer health markets
* Recruited and managed **core health team** within 70-strong products & marketing division
* Successfully lobbied board for increase in core team and cross-functional **investment**; circa £1m.

**EncycloMedica**, ***Business Development/ Acting CEO***, London (*sold business*) 2000 - 2001

* Managed **new media health publishing start-up** with eight full-time and 60 freelance staff
* Produced **high quality health content** for mobile, internet, print and broadcast platforms
* Designed overall **sales strategy** and implemented this for blue-chip clients e.g. *PPP Healthcare*.

**BBC**, ***Project Manager - Health & Relationships***, London *(contract)* 1998 - 2000

* Commissioned innovative **health campaign support materials & teams**, across TV, radio & online
* Developed new ways to **reach and influence audiences** via print, web, call centres & road shows
* Ground-breaking **fund-raising** (£1.2m) & **partnership development**, including formal links to NHS.

**The King’s Fund**, ***Projects Officer - Promoting Patient Choice****,* London *(contract)*  1996 - 1998

* Managed **seven** nationwide shared clinical decision-making **projects** using a range of media & technologies, resulting in 3 award-winning products, 2 spin-off companies & 2 books.

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| **Lewisham Hospital NHS Trust, *Clinical Projects Pharmacist***,London *(contract)* | 1994 - 1996 |

* Developed **award-winning multimedia product** for educating ethnic patients on medicine-taking.

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| **Health Care International**, ***Clinical Systems Analyst***,Glasgow *(contract)*   * Installed *Cerner* pharmacy system for **Europe’s first paperless hospital** | 1993 - 1994 |
| **Self-Employed, *Locum Pharmacist***, UK, Israel & Gibraltar *(self-employed)* | 1991 - 1993 |
| **Controlled Therapeutics (Scotland) Ltd, *Pre-Registration Pharmacist***,Glasgow | 1990 - 1991 |

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| **Education** | |
| 2021 (Expected) | **PhD**, University of Salford, *Information as a Therapy*; Supervisor: Prof. Paula Ormandy |
| 2018 | **Mental Health First Aider; Health Coaching; NHS Procurement; Learning from Failure** |
| 2016 | **Innovation: The World’s Greatest** (Leeds Uni/ FutureLearn); **Sales** (*Dale Carnegie*) |
| 2015 | **The 7 Habits of Highly Effective People – Executive Review** *(FranklinCovey)* |
| 2014 | **Studio Media Training** (*The Media Coach*); **Facilitation Skills** *(Centre for Pharmacy Education)* |
| 2013 | Conducting **Pharmaceutical Market Research**; Legal and Ethical Guidelines(*BHBIA*) |
| 2011 | ***KAIZEN***®Master Class(*Mr Imai, Kaizen Founder*) |
| 2010 - Present | Membership of **General Pharmaceutical Council** (GPhC; 2038227) |
| 2010 | the **Experience Based Design** approach (*NHS Institute for Innovation & Improvement*) |
| 2009 | **Quality Improvement Skills Programme** (*Improvement Foundation*) |
| 2005 – ‘06 | **Change Management** (*UK Healthcare Education Partnership*); **Benefits Management**  (*Cranfield Business School*); **Clinical Systems Improvement** (*Warwick Business School*) |
| 2001 | **Pharma Mini-MBA** Programme(*Management Forum*) |
| 1996 | Essentials of **Project Management** (*Peter Weaver Associates*) |
| 1991 - Present | Membership of **Royal Pharmaceutical Society of Great Britain** (MRPharmS; 84482) |
| 1986 - 1990 | Robert Gordon University, Aberdeen, BSc **Pharmacy** *Upper Second* Class Merrell Dow **Prize** for Pharmacy Practice; **Vice President**, Pharmacy House Committee |

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**Publications** (selected)

* [**Information Therapy The Key For Digital Therapeutics**](mailto:https://www.ampersandhealth.co.uk/information-therapy-key-for-digital-therapeutics/) Ampersand & Ampersand, January 2019  
  Contributor - ***Adoption of public cloud services in the NHS.*** Corsham Institute, July 2018
* ***How can the healthcare industry turn data into action?*** 4 video interviews, FT Digital Health, 2016
* ***Technology and patients are the keys to saving healthcare***. TM Forum, April 2016
* ***I have the next killer health app.*** Salus Digital, July 2015
* ***Only Patients can close the NHS Funding Gap****.*  Commissioning Excellence, PCC, May 2015
* ***Patient engagement – we need to live it, not talk it!*** The Health Foundation, April 2014
* ***Unlocking the power of information***, Smart Guides for better commissioning. PCC, December 2013
* ***In the know: raising the profile of patient information***. Health Service Journal, July 2013
* Reviewer – ***Transforming Patient Experience: the essential guide****.* NHS Institute, 2012
* Case study – ***Information: A report from the NHS Future Forum*.** Department of Health, 2011
* ***Information: first line therapy?*** Atlantis Healthcare ADHERE UPDATE, December 2010
* ***Networking Skills***. Business Life Magazine, December 2009
* Contributor – ***UK Healthcare Computing: Recollections and Reflections***. Chapter 16, Consumer Health. British Computer Society, London, 2008
* Author – ***Producing Patient Information: How to research, develop and produce effective information*** ***resources***. The King’s Fund, London, Sep 2005 (<http://archive.kingsfund.org.uk/30954>)
* Numerous papers/lectures **consumer-focused healthcare** (*BMJ, PharmJ, Nursing Standard, HSJ*).

**Professional Activities** (alphabetical order; selected; current & historical)

* *BioHub, DotForge*, *HealthBo*x, *Mass Challenge, Wayra* – mentor for **digital health innovators**
* **DeepMind** - Health User Group (HUG)
* **Department of Health:**
  + **Information Standard** Engagement & Development Board
  + **Ministerial Industry Strategy Group** Medicines Access Group
  + **Health & Care Partnership Ministerial Group**
* **Digital Therapeutics Alliance** – Health Provider Advisory Board
* **Diabetes UK** – Service Champion, NW England (Salford)
* **Health eResearch Centre** (Farr Manchester)–PPI Lead, Steering Group
* **Health Education England** –Patient Advisory Forum (Interim)
* Health and Social Care Information Centre (NHS Digital) – **Data Linkage Advisory Group PPI Lead**
* **Innovate UK:** Biomedical, Digital Health & NHS Test Bed – Assessor; Digital Health Mission - Expert
* National NHS Alliance – **Patient and Public Engagement** Steering Group
* NHS England – **Insight Strategy** Steering Group; **Clinical Entrepreneur Program** Mentor
* NHS Evidence (NICE) – Accreditation **Shared Decision Aids** Working Group
* **Patient Information Forum** –Co-Founder
* Royal Pharmaceutical Society – **Medicines Optimisation** Advisory Group
* ***use My data*** - Member
* *Journal Editorial Boards:* ***Communication in Healthcare***,***Patient Preference & Adherence***.

**Skills**

Media trained Presenter (*BBC Radio, The Media Coach*)

(Motivational) Speaker, Panellist & Conference Chair

Educator & Trained Facilitator

Full UK Driving Licence.

**Personal**

Married with children; whisky-tasting, litter-picking, charity cycles, dancing

14 Cavendish Road, Salford, M7 4WW, UK; + 44 (0)7824 605 352; [mark.duman@mdhealthcare.co.uk](mailto:mark.duman@mdhealthcare.co.uk)

*LinkedIn* profile including **Recommendations**:[http://uk.linkedin.com/in/mduma](http://uk.linkedin.com/pub/mark-duman/0/a2/70a)n

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