

AIMAN MOMANI

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EDUCATION

Medicine & General Surgery (MD), Jordan University of Science & Technology. Jordan

Masters of Business Administration (MBA). Rutgers University, NJ - USA

Ph.D. in Health Outcomes Research/Pharmacoeconomics. West Virginia Univ., WV - USA

BSc in Pharmacy, Jordan University of Science & Technology. Jordan

MAJOR STRENGTHS

- ♦ Strong ability in leveraging outcomes research to effectively establish the value of pharmaceutical products as well as health insurance services for successful market access and commercialization.
- ♦ Strong skills in applying health outcomes and market access research principles to optimize value demonstration.
- ♦ Diverse international experience in the pharmaceutical as well as health insurance and PBM industries.
- ♦ Strong understanding of cost-management strategies adopted by the different key players of the health care sector in the USA and abroad.
- ♦ Strong understanding of the application of health outcomes and pharmacoeconomic research in sales and marketing of pharmaceutical products.
- ♦ Strong understanding of business development strategies, and business sector analysis (structure, conduct, and performance).
- ♦ Strong skills in building/leading organizational teams and national projects.

MAJOR ACHIEVEMENTS & PROJECTS

- ♦ Extensive diverse international experience in the assessment of the economic and health outcomes of State, National, and international projects and policies.
- ♦ A member of a research team that evaluated the economic & budget impact of the "Clinton's National Medicare Health Coverage Program". Results of were published in the journal of Health Affairs.
- ♦ A member of the corporate-level "product pipeline management team" that outlined product coverage strategies at Medco Health Solutions (NJ - USA).
- ♦ Classification as an outstanding researcher by the American government.
- ♦ Evaluated the implementation of the "prior authorization program for the use of generic NSAIDs for Medicaid beneficiaries" in the state of West Virginia/USA. Outcome measures included humanistic, health and economic indicators.
- ♦ A member of a multi-disciplinary research team that aimed to develop treatment guidelines for essential hypertension for Jordanian patients between the ages of 35-55 years. The project was completed in collaboration with NICE, and was funded by the World Bank.
- ♦ Principal investigator on the project for "the evaluation of the impact of the pilot implementation of the national project to automate of healthcare data "HAKEEM Project" in Jordan.
- ♦ Assigned member of the National Drug Policy Team for the years 2010-2020 in Jordan. A World Bank funded project that aims to revise the existing National Drug Policy to

accommodate new health, economic, and demographic trends.

- ♦ A lead investigator (team leader) on client-specific outcome research and economic analysis projects to determine best strategies suited for optimizing health outcomes and cost for the specific client.

CORPORATE EXPERIENCE

3/2007 – 3/2017 **PharmaNetTM**
Co-founder & Managing Director

Amman, Jordan

The company is the first pharmacy benefit manager (PBM) in the Middle East that aimed to use a home-grown software application (with imbedded medical protocols that insures appropriateness of therapy by linking ICD, ATC codes for prescription drugs, and patient medical history). The goal is to improve quality of healthcare and manage the cost of prescription drugs and ensure proper utilization.

- Responsibilities include:
 - ✓ Review and analyze the process of healthcare delivery & retrospective utilization data in order to identify opportunities for improving quality of care, reducing over-utilization of health services, minimizing dual coverage, improving processing of claims, automating auditing of claims, reducing financial cycle.
 - ✓ Lead investigator on client-specific projects that aimed to determine coverage strategies for specific products (based on health and economic outcomes).
 - ✓ Development of the functional requirements for a software application for the electronic submission of prescription drugs that aimed to facilitate coherence of healthcare delivery through the integration of health data, and to manage the utilization and cost of prescription drugs.
 - ✓ Develop an analytical plan for the systematic monitoring and auditing of healthcare and financial (procurement) data.
 - ✓ Build and lead organizational teams for optimal service delivery.

8/2005 – 3/2007 **PharmaSureTM**
Co-founder & CEO

Amman, Jordan

- Completed a feasibility study to evaluate the financial feasibility of establishing a differentiated pharmacy-chain in Jordan (taking into account market dynamics and the competitive & legal environment)
- Managed all aspects of launching of PharmaSureTM in Jordan.
- Hired key staff members and installed organizational (financial, ethical, procedural policies & SOPs).
- Lead the company to a break-even point within 18 months of its establishment
- Supervised the development & execution of marketing & brand-building strategy for PharmaSureTM
- Secured external financing to fulfill company expansion plans.

12/2004 – 8/2005 Hikma Pharmaceuticals
Marketing & Strategy Manager

Amman, Jordan

Main responsibility was to establish a new “Division” with a main focus on over-the-counter (OTC) drugs, develop a product pipeline strategy, and negotiate and finalize product-licensing agreements.

- Outlined market access research plan to help identify market opportunities for product development and market access.
- Developed a complete business plan that evaluated regional opportunities for OTC products and the financial viability of the new Division.
- Developed a product-pipeline strategy for the new Division.
- Identified and sought out licensing opportunities for new products & negotiated licensing agreements with European companies.
- Managed Division staff & budget.

8/2004 – 12/2004 Hikma Pharmaceuticals
Marketing Manager for Middle East & North African (MENA) Markets

Amman, Jordan

Main responsibilities included (i) developing marketing strategies for existing & new products to achieve sales & profitability objectives for existing products, (ii) laying out a "new-product development plan", and (iv) managing the staff of the Marketing Department in the Middle East & North African (MENA) Region.

- Enforced a new process for “new-product development”.
- Established a department for "Market Research & Business Analysis".
- Revised company’s marketing strategy in both the Saudi and Algerian markets that was based on return-on-investment at the product level.
- Supervised the development & execution of marketing plans for existing products.

4/2001 - 8/2004 Medco Health Solutions, Inc.
Associate Director – Department of Health Outcomes Research (USA Market)

New Jersey, USA

- ♦ As a member of the "New Drug Pipeline Management Team", conducted cost-effectiveness and cost-minimization analyses for new drugs for the purpose of formulary inclusion.
- ♦ Supported different functions within the organization and Account Teams for optimal customization and design of program services to help achieve organizations strategic goals.
- ♦ Conducted customized cost-models for company clients that evaluated the impact of the implementation of cost-containment and utilization-management programs on overall utilization and cost of health services.
- ♦ Supervised "opportunity & economic analysis" for products in the pipeline.
- ♦ Managed a team of consultants that was responsible for the identification of growth opportunities through new product offerings.
- ♦ Worked closely with "National Account Executives" in the "Managed Care sector" to identify areas for potential implementation of cost-containment programs for their clients.

7/1999 - 4/2001 Medco Health Solution, Inc.

New Jersey, USA

Senior Manager – Health Outcomes Research Center (USA Market)

- Principal investigator on a study that evaluated the impact of the Clinton's Medicare Plan. The study analyzed current patterns of utilization of prescription drugs for Medicare beneficiaries, utilization of other medical services, the financing of health and drug coverage, impact of dual coverage and coordination of benefits, and potential budgetary impact of the implementation of the Clinton's plan. Results were published in the "Health Affairs" journal.
- Design and execute projects that support the value proposition from a client's perspective.
- Completed several pharmacoeconomic/outcomes analyses that evaluated the cost-effectiveness of new drugs in the pipeline.
- Completed a pharmacoeconomic evaluation using the "Framingham Model" in order to evaluate the health and financial benefits of introducing new medications (specifically antihypertensive and lipid-lowering drugs).
- Completed an opportunity analysis by analyzing the impact of the Medicare reform plan proposed by the Clinton administration on the utilization of company products.

PRESENTATIONS & TRAINING COURSES

Strategic Management & Developing Strategic Plans. Training workshop for the Strategic Planning Unit at the Jordanian army. Amman/Jordan. October, 2014

Applications & Methods of Health Technology Assessment. Invited presentation by the WHO. Amman/Jordan. November of 2013

Using Pharmacoeconomic Analysis to Evaluate Effectiveness of Pharmaceutical Care Programs. Invited presented at "Royal Medical Services (RMS) 5th International Conference". Dead Sea/Jordan. May of 2012

Methods of Evaluating Health Outcomes and Economic Implications of Pharmaceutical Products & Health Programs. Invited presentation by the Ministry of Health. Amman-Jordan June of 2011

Changing Dynamics of the Healthcare System in Jordan in Light of the Expansion of Health Insurance Coverage – Quality-of-care & Financial Implications. Invited presentation at Al-Isra' University, Amman/Jordan. December of 2011

Opportunities & Challenges of the Pharmaceutical Industry in the Middle East and North African Region. Invited Presentation at the School of Pharmacy at Al-Zaytoonah University, Amman/Jordan. April of 2010

Development of Analysis Plans to Assess the Feasibility of New Health Programs. Training workshop with Charter Consulting. Amman – Jordan. June, 2009.

Development of Key Performance Indicators & Methods of Data Collection For Impact Evaluation of New Services. Training workshop for Charter Consulting. Amman – Jordan. August, 2008.

Strategic Planning Skills for Pharmaceutical Product Managers. Invited Presentation at the Pharmaceutical MBA Program at Rutgers University, New Jersey. February of 2004

Healthcare Finance & Role of Pharmacy Benefit Managers (PBMs) in the USA. Invited presentation at the Pharmaceutical MBA Program at Rutgers University. April of 2003

ROI-Based Marketing Budgets. Training workshop For Senior Managers in the Finance, Marketing, and Sales Departments at Hikma Pharmaceuticals, Amman/Jordan. October of 2003

Product Management Workshop. Participants included Marketing & Product Managers and Field Force Supervisors from Aventis (Middle East regional office), Pharma International, and Haya Pharmaceuticals. Hosted by Global Strategies, Amman/Jordan. September of 2003

Writing Business Plans. Training workshop held in coordination with Global Strategies. Participants included Senior Managers from Pharmaceutical and Energy Companies. October of 2002.

Pharmacoeconomics: Principles & Applications in Pharmaceutical Pricing. Invited Presentation at the Connecticut Pharmacist Association. Jun of 2002

Assessment of the Economic Impact of a Prior Authorization Policy for NSAIDs That Requires the Use of Generic Products. Podium Presentation at the Wintergreen Conference V. Hosted by The Center on Drugs and Public Policy/University of Maryland. May of 1999

Consumers' Perceptions of Drug-Management Strategies in Managed Care Organizations. Poster Presentation at the American Pharmaceutical Association 144th Annual Meeting and Exposition. Los Angeles, CA. March of 1997

PUBLICATIONS

Kalipso Chalkidou, Joanne Lord, Nour A. Obeidat, Ibriham A. Alabbadi, Adrian G. Stanley, Rania Bader, Aiman Momani, Rachel M. O'Mahony, Lara Qatami, and Derek Cutler. Piloting the development of a cost-effective evidence-informed clinical pathway: Managing hypertension in Jordanian primary care. *International Journal of Technology Assessment in Health Care* (April 2011) Volume 27, Issue 02: 151-158

A Al Momani, SS Madhavan, and DP Nau. Impact of NSAIDs Prior Authorization Policy on Patients' Health Related Quality of Life. *Annals of Pharmacotherapy* (Nov., 2002) Vol. 36, Issue 11: 1686-1691

Earl P. Steinberg, Benjamin Gutierrez, Aiman Al Momani, Joseph A. Boscarino, Patricia Neuman, and Patricia Deverka. Beyond Survey Data: A Claims-Based Analysis Of Drug Use And Spending By The Elderly. *Health Affairs* (2000) Vol. 19, No. 2: 198-211

Aiman Al Momani, Folakemi Odedina,, Sidney Rosenbluth, and Suresh Madhavan. Drug-Management Strategies: Consumers' Perspectives. *Journal of Managed Care Pharmacy* (March/April 2000) Vol. 6, No. 2: 122-128

Kimberly Horn, Geri Dino, Xin Gao, Aiman Momani. Feasibility evaluation of Not On Tobacco: the American Lung Association's new stop smoking program for adolescents. *Health Education* (1999) Volume 99 Issue 5: 192-207

Kimberly A. Horn, Geri A. Dino, Aiman Al Momani. Smoking and Stress Among Rural Adolescents: The Gender Factor. *American Journal of Health Studies* (1998) Vol. 14, No. 4: 183-193

PROFESSIONAL DEVELOPMENT

- 2003 Six Sigma – Business Process Improvement. Green-Belt Training. Medco Health Solutions, Inc
- 2002 Leadership & Influence. Merck & Co.
- 2002 Setting Performance Objective. Merck & Co.
- 2001 Leadership Training. Merck & Co.
- 2001 Applying Pharmacoeconomics to Pharmaceutical Pricing. ISPOR
- 2001 Advanced Decision Analysis. ISPOR
- 2000 Project Management. Merck & Co.
- 1993 Selling Skills Training Follow-up Workshop (SSFW). Ciba-Giegy
- 1992 Selling Skills Training Course (SSTC). Ciba-Giegy

HONORS AND AWARDS

- 2003 Classified as an outstanding researcher by the US government
- 1999 Certificate of Outstanding Presentation at the Wintergreen Conference V. Hosted by the Center on Drugs and Public Policy/University of Maryland
- 1998 Graduate Research Award of the Department of Pharmaceutical Systems & Policy, West Virginia University.
- 1996 Rho Chi - Pharmacy Honor Society – USA

PERSONAL INFORMATION

Languages: English and Arabic
Citizenship: American