Market Access Consultant

Georghia Michael

Georghia uses her expertise in content development to distill and communicate complex medical evidence and to create compelling strategic messaging.

With an academic background in cardiology research and 10+ years of experience writing for pharmaceutical companies, medical communication companies, and not-for-profit organizations, Georghia applies her extensive healthcare knowledge to every project. At Stratenym, Georghia has focused on developing reimbursement dossiers for orphan drugs.

Tell us a bit about your area of expertise.

My expertise is medical writing, which in a nutshell means content development. I extract, condense, and communicate very complex medical evidence, and then use it to create compelling content for the target audience, that also fits the needs of the client.

What's been the highlight of your career so far?

There hasn't just been a single moment that stands out to me—it's been an accumulation of great moments over the years that have led me to a point where I can apply my expertise to complex market access projects. When I first started out in a very focused academic career, I would never have believed I'd have the chance to use my communications skills on so many different types of projects across a multitude of therapeutic areas.

In your expert opinion, what is the greatest obstacle to market access in the current environment, and what advice would you give clients to overcome it?

We have so many cell and gene therapies coming through at the moment, many of them being potentially curative. So how do you put a price on that? I think one of the greatest challenges right now for market access is that the current payment models that healthcare payers use no longer fit with these modern technologies. They haven't really adapted to the influx of these treatments. Healthcare budgets are limited and can't cover every single treatment, so the pricing of new medicines also needs to be considered in the context of a limited healthcare budget. Not everything can be reimbursed, so how do you decide what stays and what goes?

Is there something new in the field that you're really excited about?

I'm excited to see how the current pricing challenges are being approached. There are so many unique, one of a kind, potentially curative treatments coming to market. We need to ensure pharma companies are properly compensated for the development of these technologies while maintaining a price that healthcare providers are likely to reimburse. It's a question of how they can juggle those two things with the volume of cell and gene therapies currently being submitted to regulators. How do you ensure that these therapies end up available and accessible to the people who need them most? There are so many creative ways of arguing for optimal reimbursement and figuring out the best messaging—the language that payers will find truly compelling—is really exciting to me.