

Evidence that earns access.

Alexandre Calaça Baptista

International Consultant — Real-World Evidence, Market Access & HEOR

I help pharma, biotech and consulting teams generate the real-world evidence, health economics and HTA strategy that get therapies to patients — across global, regional and national markets.



15+

years across pharma, consulting and academia

2019

independent consultant since February 2019

FIP

Co-Founder and Scientific Coordinator of an FIP-accredited postgraduate course, University of Lisbon

PREVIOUSLY **Head of Data Generation, Europe & Canada — Takeda · Adelphi Values · Solvay Pharmaceuticals · Faculty of Medicine of Lisbon**

01 — WHAT I DO

Five services, one goal: evidence that stands up to payers, HTA bodies and regulators

Independent consulting in evidence generation and market access — engaged for a single deliverable or as an extension of your team.

01 Systematic & Targeted Literature Reviews

SLRs and TLRs that underpin evidence generation plans and market access submissions, scoped to the decision they need to support.

02 RWE Strategy & Generation

RWE initiatives at global, regional and national level, from the evidence plan and study design to interpreting results for payer and HTA audiences.

03 Health Economics & Outcomes Research

Economic modelling and the adaptation of global value dossiers to local markets and HTA requirements.

04 Market Access & HTA Engagement

Strategy and engagement with HTA bodies and payers, so the evidence package answers the questions decision-makers will ask.

05 Executive Training

HEOR fundamentals, market access executive education and bespoke programmes for pharma and consultancy teams.

02 — TRUSTED BY

Clients since 2019

Takeda · Oracle · ZS Associates · Certara · Get Real Think Tank · Political Intelligence · Faculty of Pharmacy of Lisbon · Faculty of Medicine of Lisbon · Portuguese Pharmacists Society · ...and others

Therapy areas include oncology, diabetes, cardiovascular, rare diseases and IBD, among others.

CAREER

Pharma, consulting and research roles before going independent

2018–2019	Takeda International	Head of Data Generation, Europe & Canada — Oncology & IBD
2016–2017	Adelphi Values, UK	Consultant, Health Economics
2014–2016	Faculty of Medicine of Lisbon (UEPID)	Consultant, Observational & Late-Phase Research
2008–2009	Solvay Pharmaceuticals	Global Health Economist, Global Cardiovascular Business Group

ACADEMIC LEADERSHIP

Pharma Global Market Access Course

An online postgraduate programme at the University of Lisbon's Faculty of Pharmacy, with Alexandre as Co-Founder and Scientific Coordinator. Funded by Portugal's Plan of Recovery and Resilience (PRR) and the European Union; participants from industry, consultancies, APIFARMA, the Portuguese Pharmacists Society and INFARMED.

3

editions since September 2023

FIP

seal from the International
Pharmaceutical Federation (2025)

30+

global and local expert faculty

03 – PARTNERSHIPS

An evidence bridge across the globe

One point of coordination and the right global, regional and local experts for each question.

01 Project-based delivery

A single, defined deliverable, scoped and delivered end to end.

02 Team extension

Ongoing support embedded in your evidence or access team.

03 Expert panels & advisory boards

HEOR, market access and RWE experts for advisory boards and mock-up payer negotiations.

04 Evidence bridge across the globe

Global, regional and local experts matched to each market.

05 Research collaborations

Co-authored studies and peer-reviewed publications.

06 Thought leadership

Joint webinars, white papers and conference sessions.

How it works: Scope the need together → Match experts from the network → Co-deliver with shared quality standards → Share results through publications, events and training.

Who I partner with: pharma & biotech, former payers & HTA experts, universities, and access & HEOR firms.

CREDENTIALS

EDUCATION

MSc Epidemiology

University of Lisbon • 2016

MSc Health Economics

University of York • 2007

Pharmaceutical Sciences

University of Lisbon • 2001

EXECUTIVE EDUCATION

Economic Evaluation in Clinical Trials

University of Oxford • 2021

Emerging Leaders in the Digital Age

INSEAD • 2019

Advanced Economic Modelling

University of York • 2013

PUBLICATIONS

Eur J Health Econ • 2016

DPP-4 inhibitor cost-effectiveness review

Value in Health • 2013

Prescribing patterns and cost savings

ISPOR conferences

Poster reviewer, Europe & South America