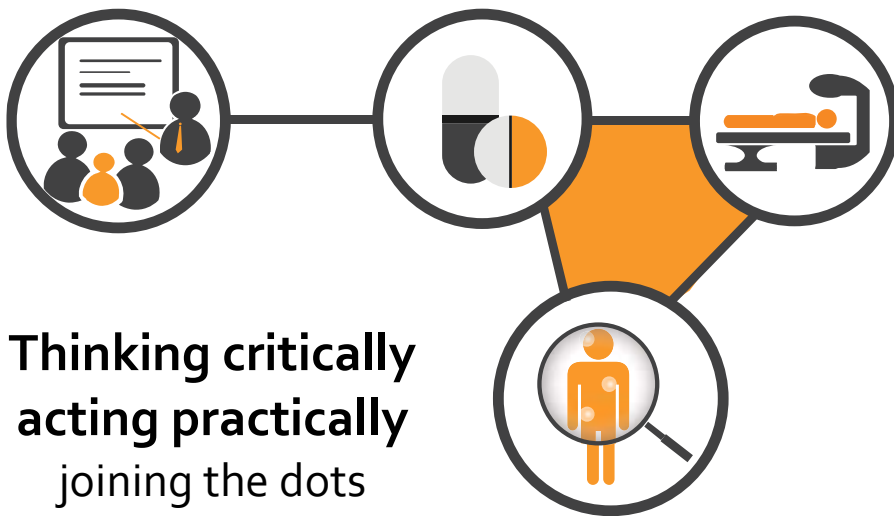




# Company Profile



# Welcome to the PTCMA

## Business Information

- **Business Name:** Pharmaceutical & Technology Clinical Management Association
- **Website:** [www.ptcma.org.za](http://www.ptcma.org.za)
- **Email:** [info@ptcma.org.za](mailto:info@ptcma.org.za)
- **Tel (Adie Bryson):** 082 896 9135

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# History

The PCMA (Pharmaceutical Care Management Association) started in 1997 and was affiliated to PCMA in the USA. At the time the founding objectives were focused on Managed Care pharmacy.

As things evolved, it became clear that the common denominator between the stakeholders was healthcare education.

Key individuals saw this as an opportunity to facilitate networking opportunities in a non-partisan, neutral forum connected to the educational CPD (Continuing Professional Development) programme. This in turn focused on clinical topics with an emphasis on evidence-based medicine and the practical aspects of managed healthcare.

By 2001, some of our achievements included the following:

- Hosting sponsored CPD programmes for the benefit of members
- PCMA was introduced to the Western Cape and the launch of a branch in that region
- Nine Special Members (as the Corporate Membership was known back then), comprised of Alcon, AstraZeneca, Eli Lilly, Janssen-Cilag, Lundbeck, Novartis, Pfizer, Pharmacia and Servier

## The story continued...

### 2003

First Cape Town workshop *Pharmacoeconomic Aspects of Evidence-Based Medicine* facilitated by **Dr Natie Finkelstein** (currently the Honorary President of the PTCMA) with significant contribution from **Prof Jimmy Volmink** (currently Dean Medicine and Health Sciences, Stellenbosch University and Founding Director of Cochrane SA) and **Prof Marc Blockman** (Department of Internal Medicine University of Cape Town)

### 2004

- First *Introduction to Health Economics* workshop
- PCMA introduced to the Eastern Cape

### 2007

- Monthly CPD's established in Johannesburg, Pretoria and Cape Town
- Five Pharmacoeconomic seminars hosted in Gauteng with significant contribution from **Dr Anban Pillay** (currently Deputy Director General of Health Regulation and Compliance)

### 2011

- Eastern Cape region officially launched
- Kwa-Zulu Natal on board as a represented region

### 2018

- **PCMA relaunched as PTCMA**
- Second year of presenting the Evidence Based Medicine & Health Economic short course online
- Official PTCMA Portal launched

### 2020

- Evolution to Virtual CPDs
- PTCMA partnered with the South African Medical Association (SAMA) to include clinicians in our discussions

# Company Overview

PTCMA is a Non-Profit Company – Company Registration Number: 1997/017503/08.

The mandate of the organisation is underpinned by Health Technology Assessment where Evidence Based Medicine (EBM) and Health Economics (HE) are the core components in the holistic delivery of healthcare. The PTCMA creates an environment for understanding these components which in turn benefits all stakeholders.

Our B-BBEE status is currently Level Four and the certificate is available upon request.

## Mission:

To facilitate clinically relevant, evidence-based practice for optimal patient care and access to affordable medicine and technology, by providing continued professional development and healthcare education.

## Vision:

Thinking critically, acting practically – joining the dots

## Objectives:

1. To encourage the understanding of evidence-based medicine with an outcome in evidence-based practice
2. To provide a neutral network forum for stakeholders who have an interest in managed care principles and health economics
3. To provide on-going educational programmes in the form of:
  - a. Continuing Professional Development programme - CPD accredited presentations
  - b. Filmed CPD presentations available online through the TalkED programme
  - c. Online Certificate Courses
  - d. Online Journal Club

# Company Structure

## Membership

The PTCMA membership consists of Corporate, Standard, Individual and Academic Members made up of Pharmaceutical and Device Companies, PBM (Pharmacy Benefit Management) organisations, Medical Schemes and Administrators and academics from universities throughout South Africa.

The benefits of membership include the opportunities to attend and sponsor PTCMA programmes with discounted rates on PTCMA courses. For more information, visit [the membership page](#) on our website.

## The list of 2020 members:

### Corporate:

Abbott  
Abbvie  
Allergan  
Amgen  
Aspen Pharmacare  
Astellas Pharma  
AstraZeneca  
Bayer Health Care  
Cipla  
Discovery Health  
Eli Lilly

Janssen  
Lundbeck  
Medihelp Medical Scheme  
MediKredit  
Mediscor  
Medscheme  
Medtronic Africa  
Merck  
MSD  
Novartis  
Novo Nordisk  
Pharma Dynamics

Sandoz  
Sanofi  
Takeda

### Standard:

Dr Reddy's  
Momentum TYB  
Vision Medical Solutions

**Individuals** from other organisations

## Directors

Adrienne (Adie) Bryson:	Managing Director, PTCMA
Dr Jacqueline Miot:	Division Director, Health Economics and Epidemiology Research SA (HE2RO)
Zahiera Adam:	Senior Manager: Health Policy Unit, Medscheme

The Directors are responsible for the system of internal financial control established by the Company. They place considerable importance on maintaining the highest ethical standards in ensuring the company's business is conducted in a manner that in all reasonable circumstances, is above reproach.

## Executive Committee

Subject to the Constitution, the management and control of the affairs of the PTCMA are vested in a central Executive Committee and Management Committee whose elected Members hold office until their successors have been elected.

The members of the Executive Committee are elected from PTCMA members.

### 2020/2021 ExCo:

Chairperson:	Dr Jan Pinchevsky (MSD)
Past Chairperson:	Dr Heather Rens (Discovery Health)
Treasurer:	Refilwe Magano (Janssen)
Secretary:	Pride Tlhakudi (Novo Nordisk)
Education portfolio:	Prof Edina Sinanovic (UCT) and Dharmisha Prema (Medikredit)
Marketing Portfolio:	Tanya Watson (MMED Distribution)
Regional Chairperson:	Zahiera Adam (Medscheme)

## Management Team

The management team steers the operations of the organisation, based in Johannesburg and Cape Town.

### Adie Bryson - Managing Director

In 2000 Adie Bryson took on the floundering PCMA, a non-profit company, and strategically developed it to become the PTCMA as it is known today. She recognised the potential and grew the association into a vibrant, networked organisation made up of members from all the major players in the funding and pharmaceutical industries in South Africa.

### Janine Janse van Rensburg – Operations Manager

Janine has an educational background in Psychology and Statistics. She develops the organisational processes, ensuring the quality and efficiency of the PTCMA programmes. She has technical expertise with the various programmes ensuring the material and content is efficiently distributed. She manages the PTCMA portal and data base, as well as designing marketing material.

### Sharon Doré – Programme Coordinator

Sharon's years of event management experience ensures the PTCMA CPD programmes and other events are professionally managed. Her healthcare sector specialization enables her to network efficiently with members and to understand their expectations in this arena.

### Sandra Slabbert – Accounts and Membership Manager

Sandra is responsible for overseeing the PTCMA's financial matters ensuring optimal efficiency. She works closely with the appointed accountants and functions in collaboration with the PTCMA Management Committee. She liaises with the members ensuring accountability for all corporate governance.

# Education Programmes

## 1. Virtual CPD (Continuing Professional Development) Programme:

The CPD programme has been reviewed since the Covid-19 pandemic and as a result, instead of physical meetings, Virtual CPDs (Webinars) are facilitated monthly on the Zoom platform.

Specialists or academics are invited to give a clinical overview of a specific disease or condition. They discuss appropriate drug and / or technological therapeutic care and lifestyle interventions, enabling optimal patient outcomes.

This is a neutral, clinical forum that adheres to a code of conduct that does not allow specific product marketing.

The programme includes:

- Topics that are clinical or of particular interest and relevance
- The opportunity to obtain CPD points
- Meetings that encourage ongoing learning and information sharing
- Opportunity to maintain a portfolio of learning
- Engagement with presenter; specialists / academics
- Opportunity for Standard Members to sponsor one V\_CPD per annum and unlimited sponsorship opportunities for Corporate members
- A platform for discussion provided by the PTCMA
- PTCMA sending out invitations to:
  - Funders
  - SAMA members
  - Public Sector
  - DoH
  - Academics

For a list of previous CPD topics, visit [the V\\_CPD page](#) on our website.

## 2. Workshops / Webinars

Relevant workshops have been hosted with contributions from leaders in the healthcare arena.

This component of the education programme is under review to consider the best possible format for a future geared towards online education.

## 3. Online Short Courses

Building on the Evidence Based Medicine and Health Economics short course, to include broader applications, we present the courses under the category of **HTA in Action**:



- **HTA 101: Intervention Research and Clinical Trials** presented by Prof Danie van Zyl (*Head Department of Internal Medicine and Specialist Physician at Kalafong Hospital, University of Pretoria*)
- **HTA 102: Health Economic and HTA Research** moderated by Dr Varsha Bangalee (*Senior lecturer & moderator of online Pharmacoconomics Master's at UKZN*) with contributions from Mark Brand (*Independent HTA Consultant*)
- **HTA 103: Evidence Based Decision Making in Healthcare** moderated by Prof Manie de Klerk (*Consultant in health: LifeQ and Lecturer: MBA Healthcare Leadership course at USB*) and Prof Edina Sinanovic (*Head Health Economic Division at UCT*)

**DMA110: Demystifying Market Access** is a self-study course with a specific focus on devices with material compiled by Mark Brand (*Independent HTA Consultant; MBA; Electrical Engineering; HTA (USB)*).

For more information visit the [online courses page](#) on our website.

## 4. TalkED

TalkED is:

- An opportunity to **view filmed CPD presentations online** with a related article to review
- The opportunity to **complete an online multiple-choice questionnaire** for CPD accreditation or a certificate of completion
- Sponsored by PTCMA Corporate Members



For more information, visit [the TalkED page](#) on our website.

## 5. Online Journal Club

The PTCMA is developing an online Journal Club. Discussions based on journal articles, or questions and topics relevant to the industry, will be facilitated online.

For more information, a sample discussion and sponsorship opportunities, visit the [journal club page](#) on our website.



## CPD Accreditation

All PTCMA programmes are CPD **accredited by SAMA** for HPCSA professionals.

- Virtual CPDs – 1 point
- TalkED – 2 points upon completion of MCQ
- Online courses - Up to **30 CPD points**
- Online Journal Club – Up to 3 CPD points

**Pharmacists will be awarded certificates to submit for accreditation as per the SAPC guidelines.**

## PTCMA Portal

Users are encouraged to **register on the online portal**. It gives users the opportunity to:

- register for CPD events
- forward invites to friends or colleagues
- update personal details to ensure accurate information
- download certificates of attendance or CPD certificates at the user's convenience
- view presentations of CPD events if available
- view TalkED video presentations with the opportunity to complete questionnaires

**Instructions on how to register are available on the PTCMA website under the FAQ tab.** The portal can be found at [portal.ptcma.org.za](http://portal.ptcma.org.za).