

PERSONAL INFORMATION

Audun Hågå

WORK EXPERIENCE

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- Aug. 2013→ Director General, Norwegian Medicines Agency
- Feb. 2004-Aug. 2013 Deputy Director General, Department of Public Health, Ministry of Health and Care Services. Heading the section for Pharmaceuticals at the Ministry
- Sept. 1998-Feb. 2004 Head of Department for Pharmacoeconomics at the Norwegian Medicines Agency
- Reimbursement and pricing decisions for pharmaceuticals in Norway
 - Pharmacy regulation (economic aspects)
- Oct. 1994-Sept. 1998 Manager Strategic Planning in therapy area Glaucoma, business unit Ophthalmology, PPC Sweden, Pharmacia & Upjohn, Uppsala.
- The therapy area will be launching a new drug in Europe, USA and Japan during 1996-97 (Eyedrops for glaucoma)
 - My primary objectives are to develop and implement a strategy for health economics and to develop and implement a world wide pricing strategy for the product. I am also involved in marketing research and in the strategic development of our therapy area and business unit.
- Aug. 1992-Oct. 1994 Marketing Manager Nordic Countries, Pharmacia Ophthalmics, Uppsala.
- Market- and budget responsibility for Pharmacia Ophthalmics in Sweden, Denmark, Finland, Norway and Iceland
 - Total sales of approximately SEK 80 millions (Drugs and medical devices for cataract surgery)
 - Personnel responsibility for 4 persons
 - Board member for the market companies in DK, SF and N
- Apr. 1991-Aug. 1992 Marketing Manager for Peptide Hormones (Growth hormone) and Ophthalmics in Kabi Pharmacia Norway.
- Sales of approximately NOK 25 millions
 - Personnel responsibility for 3 persons
 - Customer group: Paediatricians and Ophthalmologists
- Mar. 1988-Apr. 1991 Product Manager for business unit Ophthalmics, Pharmacia Norway.
- Sales of approximately NOK 10 millions
 - Personnel responsibility for 2 persons
- Dec. 1987-Mar. 1988 Product Specialist in business unit Ophthalmics, Pharmacia Norway.

EDUCATION AND TRAINING

1978 - 1987 Cand. Scient. Biology (Physiology)

. University of Oslo

Replace with EQF
(or other) level if
relevant

- Chemistry
- Physics
- Mathematics
- Data

ADDITIONAL INFORMATION

Publications "Pricing and reimbursement of pharmaceuticals in Norway", The European journal of health economics: HEPAC: health economics in prevention and care. 2002;3(3): 215-20

Presentations ISPOR 2006 <http://www.ispor.org/congresses/denmark1006/102906.asp>

Projects

Conferences Chaired conference on Drug Effectiveness during Swedish Presidency 2009
Chaired two workshops on Orphan Drugs for Commission 2009

Seminars

Honours and awards

Memberships

References

Citations

Courses

Certifications