



## 金湏銀

Advisor

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Ms. Jeongeun Kim advises on pricing and reimbursement in the bio-healthcare sector based on her experience in evaluating the propriety of pharmaceutical reimbursement at the Health Insurance Review and Assessment Service. Especially, Ms. Kim provides highly professional and practical solutions based on her first-hand experience in reviewing drug economic evaluation data and operating the Drug Economic Evaluation Subcommittee.

Ms. Kim conducts her practice with a broad understanding of the bio-healthcare industry and a multifaceted perspective gained through her service at the Health Insurance Review and Assessment Service, a multinational pharmaceutical company, and a healthcare marketing agency.

## 経歴

2024-Present	Shin & Kim LLC
2018-2024	New Drug Registration Department, Pharmaceutical Management Division, Health Insurance Review and Assessment Service
2013-2015	Healthcare Marketing Division, Enzaim Health Co., Ltd.
2012-2013	Sales Division, MSD Korea Co., Ltd.
2012	Pharmacist License in Korea

## 主な実績

- Evaluated the cost-effectiveness of drugs submitted for economic evaluation: multiple myeloma, acute myeloid leukemia, metastatic breast cancer, metastatic lung cancer, metastatic urothelial carcinoma, advanced renal cell carcinoma, metastatic gastric cancer, severe asthma, severe atopic dermatitis, diabetes, etc.

- Evaluated the propriety of reimbursement for drugs subject to price negotiation, such as new drugs, and drugs with expanded scope of use
- Operated and supported the policy enforcement of the Drug Economic Evaluation Subcommittee of the Drug Reimbursement Evaluation Committee
- Planned and executed marketing and communication strategies for pharma brands and public campaigns of government agencies
- Conducted sales of hepatitis C drugs to universities and general hospitals in Seoul and Gangwon Province

## 學歷

2016-2018	Chung-Ang University Graduate School of Pharmaceutical Management (M.Pharm.)
2008-2012	Dongduk Women's University College of Pharmacy (B.Pharm.)

## 資格

2012	Licensed Pharmacist, Korea
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## 言語

Korean, English

## 受賞經歷

2021	Minister of Health and Welfare's Commendation
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