

Phil Woodvine

Direct Data Analysis Ltd
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PROFILE:

Data analysis professional with experience managing the full project lifecycle, from requirements gathering, to project implementation, analysis, and reporting.

EXPERIENCE:

- Bachelor of Science (BSc Hons), Information Systems and Internet Commerce.
- 7 years working as a Data Analyst for Medicines Management, School of Pharmacy, Keele University, Staffordshire.
- Director & Research Manager (Current) at Direct Data Analysis.

Work Activities

- Responsible for data collection and management, analysis, and reporting of various projects undertaken.
- Medical decision support modelling.
- Health and safety officer.

DATA ANALYSIS EXPERIENCE:

I have worked on, and managed many projects during my time at Keele. Projects have ranged from small tasks, involving a few days work, through to large national projects, running for over a year.

I have undertaken work for a wide range of clients including Pharmaceutical Companies, The Department of Health, Primary Care Trusts, Hospital Chief Pharmacists, UK & EU funded projects, Local (non-pharmaceutical) Companies.

Typical project activity would include:

- Research the issue in question and establish the most appropriate project methodology.
- Design and implement questionnaires.
- Collect and analyse data.
- Report data findings.

My analysis work has been included in several publications. I have:

- Co-authored a report for the EU drugs agency (EMCDDA), assessing factors associated with non-fatal opioid overdose in Europe.
- Co-authored several published reports looking at aspects of medical data prescribing activity.
- Had my analysis work presented at several UK and International Conferences.

DECISION SUPPORT MODELLING EXPERIENCE:

I have several years experience in decision support modelling, and have undertaken external training programs in this field. I represented Keele in the prestigious Lord Stafford Awards (2006), demonstrating one of my decision support models. This work was short-listed, and came runner up in the finals.

A brief summary of my decision support work is as follows:

- Project managed and produced a decision support model for the management of type 2 diabetes. This model was used UK-wide and reported in several medical journals.
- Co-managed and produced decision support models, used UK-wide for the management of asthma, and hypertension.
- Produced a decision support model to predict the probability of postmenopausal fracture. This model was runner-up at the prestigious Lord Stafford Awards (2006).
- Produced a decision support model to predict the probability of a person having osteoporosis.
- Co-produced a decision support model for heroin addicts, to predict their chances of suffering a fatal drug overdose. This model was presented to a UK conference.

MEMBERSHIP AND COMMITTEES:

In my previous position, I was a member of the following committees:

- European Medicines Agency (London) - European Network of Centres for Pharmacoepidemiology and Pharmacovigilance, Committee Member.
- IMS Health (London) – Data Research Committee Member.
- School of Pharmacy, Keele – Research, Governance, and Ethics Committee Member.

TRAINING AND PROFESSIONAL DEVELOPMENT DETAILS:

In addition to my degree, I have undertaken the following professional development programmes:

- General Practice Research Database training.
- Research Methods training.
- Undertaking literature reviews.
- Ethics awareness and procedures.
- Decision analysis modelling.
- Designing and presenting posters at conferences.
- Epidemiology and statistics.
- Critical appraisal skills workshop.
- Writing research proposals.
- Risk Assessment (Health and Safety).