

Brian Godman

Since 2006, Brian has worked with the WHO, EU, Ministries of Health, their advisers, and academics to recommend ways to enhance the quality and efficiency of prescribing of both new and existing medicines. Brian's research activities include developing new models to optimise the use of new medicines and valuing them, methods and initiatives to enhance the utilisation of low cost generics and biosimilars, and activities to enhance appropriate prescribing and dispensing of antibiotics. These activities have resulted in multiple publications across countries and continents (over 290 in peer reviewed journals since 2008) and numerous chapters in books.