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**From:** Jane Cusack (she/her/hers) <[REDACTED]>  
**Sent:** Monday, 12 December 2022 10:18 am  
**To:** Alex Chippy Compton  
**Cc:** Logan Heyes; Josh Wiles; Annette Kerr (she/her/hers); Adam McRae  
**Subject:** RE: Notification of product changes for Trikafta

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Kia ora Chippy,

Thanks for confirming, we'll have the forms to PHARMAC in mid-Feb.

Ngā mihi,  
Jane

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**From:** Alex Chippy Compton <[REDACTED]>  
**Sent:** Monday, December 12, 2022 8:09 AM  
**To:** Jane Cusack (she/her/hers) <[REDACTED]>  
**Cc:** Logan Heyes <[REDACTED]>; Josh Wiles <[REDACTED]>; Annette Kerr (she/her/hers) <[REDACTED]>; Adam McRae <adam.mcrae@pharmac.govt.nz>  
**Subject:** RE: Notification of product changes for Trikafta

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Kia ora Jane,

I have checked in with our Schedule team and next year would be fine. Receiving the Notification of Product Changes forms well ahead of the listing gives us time to action the necessary Schedule update processes on our end. It would be useful if we could receive the forms by mid-February.

Best Wishes,  
Chippy

Ngā mihi

Chippy Compton | [she/her](#) | Therapeutic Group Manager

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[www.pharmac.govt.nz](http://www.pharmac.govt.nz)

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**From:** Jane Cusack (she/her/hers) <[REDACTED]>  
**Sent:** Wednesday, 7 December 2022 11:53 am  
**To:** Alex Chippy Compton <[REDACTED]>  
**Cc:** Logan Heyes <[REDACTED]>; Josh Wiles <[REDACTED]>; Annette Kerr

(she/her/hers) <[REDACTED]>

**Subject:** Notification of product changes for Trikafta

Kia ora Chippy,

I hope all is well with you?

I just wanted to check the timelines for submission of the 'Notification of Product Changes' forms for Trikafta. I was under the impression that these were not due until 12 March next year but then I have seen in the website that they are required within 10 days of signing a provisional agreement for new listings.

Are you able to confirm when we need to submit these forms?

Ngā mihi,  
Jane

Jane Cusack  
*Pronouns: she/her/hers*  
**Associate Director, Pricing & Market Access**

**Vertex Pharmaceuticals**

Level 3, Suite 3  
601 Pacific Highway  
St Leonard's, NSW 2065  
Australia  
Mob: [REDACTED]

[www.vrtx.com](http://www.vrtx.com)

*We acknowledge the Cammeraygal people of the Eora Nation, the Traditional Custodians of the land on which we gather. We also acknowledge Traditional Owners of Country throughout Australia and to their continuing connection to land, sea and community. We pay respects to them and to their Elders past and present.*

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**From:** Tasmin Prichard <[REDACTED]>  
**Sent:** Monday, 12 December 2022 1:25 pm  
**To:** Jannel Fisher  
**Cc:** David Cormack; Jane Wright  
**Subject:** Re: Interview booked for tomorrow - FAQs urgent  
**Attachments:** FAQs for TodayFM.docx

Hi all

First cut here:

On Mon, Dec 12, 2022 at 12:36 PM Jannel Fisher <[REDACTED]> wrote:

Hey Tasmin –

Can you fire through your thoughts on the FAQs in the next hour or so. We need to land these today, so we have ample prep time.

Thanks muchly

JF

Jannel Fisher | Communications, External Relations and Implementation Manager

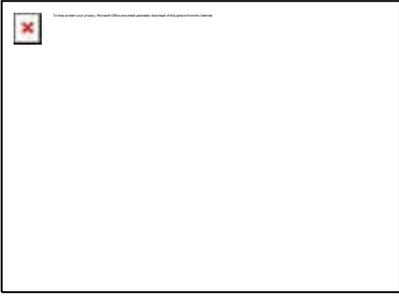
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**Tasmin Prichard (she/they)**  
Senior Consultant



<http://www.drapercormack.nz> |

proactive release  
21 February 2023

## FAQs for TodayFM

For Sarah Fitt

Prepared by Draper Cormack Group

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### 1. Why did you ban us?

- Opener/scene setting: “It’s great to talk about this so that we all get on the same page. To make it really clear, what we did is we chose to take a week off from accepting media interviews with Mediaworks.”
    - (WHY?) We chose to do this because we were disappointed with how Mediaworks journalists chose to share information publicly about the Trikafta announcement before we had finished talking with patient advocates.
    - TodayFM had incorrect information, and when we offered TodayFM an embargoed release with the correct information, it was refused.
      - DETAIL: Stories leading TodayFM indicated that Trikafta was about to be funded immediately. In fact, we were announcing the consultation on funding Trikafta.
      - While usually this means the medicine will be funded soon, there are in fact more steps to go through. Indicating that the medicine was to be imminently funded – is factually incorrect and very damaging. It makes it sound much sooner than it is.
    - (THEREFORE:) It was very exciting to share this news, but it was important that news reporting was accurate so that expectations are managed. This medicine is so important for so many people because .....
- 

### General messages:

2. Overall, our focus was on the stakeholder groups we had to talk to, they are our most important audience.
3. We gave the story to six outlets before the weekend, and then it went to everyone else at 2pm on the Sunday.
  - We’ve heard your complaints, and we’re revisiting our policy.

4. *Why didn't you put anyone up?*

- You gave us twenty minutes notice, and no one was available that quickly. We were in talks with patient groups and those were, of course, our priority.

5. *Why did your comms people lie to us?*

- We've spoken to all the comms people involved, and we're comfortable that no one lied.
  - However, we have heard your complaints, and we're currently revisiting our policy so that this doesn't happen in the future.
- 

proactive release  
21 February 2023

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**From:** Parliamentary Questions <[REDACTED]>  
**Sent:** Friday, 9 December 2022 12:59 pm  
**To:** Ministerial  
**Cc:** Parliamentary Questions  
**Subject:** 1 x WPQ due COP 12 December 2022 CRM:0113103

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Kia ora koutou,

Happy Friday :)

The Ministry received the following Written Parliamentary Question today for Pharmac. Can you please confirm whether you can provide a response to this WPQ, and return the response by COP 12 December 2022?

45832 (2022). Brooke van Velden to the Minister of Health (09 Dec 2022): To what financial extent, if any, did the Government step in financially to help Pharmac to secure the Trikafta deal, with data displayed as the total sum of monies contributed by the Government, if any, and as a percentage of total funding pooled between Government and Pharmac, if any?

Please reach out if you have any questions.

Ngā mihi

**Sunayna Raman**

Advisor | Government Services and Coordination  
Government & Executive Services | Ministry of Health  
E: [REDACTED] | M: [REDACTED]



\*\*\*\*\*

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**From:** Sarah Fitt  
**Sent:** Monday, 12 December 2022 3:06 pm  
**To:** Allanah Andrews  
**Subject:** Re: WPQ - please check the lines

Looks good.  
Sarah

Sarah Fitt  
Chief Executive  
PHARMAC

---

**From:** Allanah Andrews <[REDACTED]>  
**Sent:** Monday, December 12, 2022 2:47:05 PM  
**To:** Sarah Fitt <[REDACTED]>  
**Subject:** WPQ - please check the lines

The Minister's office has asked for some generic lines about Trikafta and budget are you comfortable with the below information going to MoH to support their draft response?

The \$191 million pharmaceutical budget increase over two years Pharmac received in May is the biggest they've received since they formed almost 30 years ago.

The Budget 2022 announcement means Pharmac's budget for treatments is now \$1.186 billion and next year will be \$1.245 billion.

Pharmac has reached a provisional agreement with the supplier of Trikafta, which is conditional on public feedback and a Board (or its delegate) decision.

As per the consultation proposal, the list price for Trikafta is \$27,647.39. A confidential rebate would apply that would reduce Trikafta's net price.

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**From:** Allannah Andrews  
**Sent:** Monday, 12 December 2022 3:13 pm  
**To:** Parliamentary Questions  
**Cc:** Ministerial  
**Subject:** RE: No Surprises update - Trikafta consultation

**Follow Up Flag:** Follow up  
**Flag Status:** Completed

Hello Sunayna,

Some generic lines that might be of use to you:

The \$191 million pharmaceutical budget increase over two years Pharmac received in May is the biggest they've received since they formed almost 30 years ago.

The Budget 2022 announcement means Pharmac's budget for treatments is now \$1.186 billion and next year will be \$1.245 billion.

Pharmac has reached a provisional agreement with the supplier of Trikafta, which is conditional on public feedback and a Board (or its delegate) decision.

As per the consultation proposal, the list price for Trikafta is \$27,647.39. A confidential rebate would apply that would reduce Trikafta's net price.

Ngā mihi, nā

Allannah Andrews ([she/her](#)) | Manager, Policy and Government Services

P: [REDACTED] | M: [REDACTED] | [www.pharmac.govt.nz](http://www.pharmac.govt.nz)

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**From:** Parliamentary Questions <[REDACTED]>  
**Sent:** Monday, 12 December 2022 2:09 pm  
**To:** Allannah Andrews <[REDACTED]>  
**Cc:** Parliamentary Questions <[REDACTED]>; Ministerial <[REDACTED]>  
**Subject:** RE: No Surprises update - Trikafta consultation

Kia ora Allannah,

Thanks for sending through the media release earlier.

I've just had another call with the Minister's Office and they've now asked if you'd be able to provide a holding line for the response. They've asked for something along the lines of how the process is still underway and is it at the consultation phase hence such information cannot be released, perhaps reiterating the info in the media release - <https://pharmac.govt.nz/news-and-resources/news/2022-12-04-media-release-pharmac-seeking-feedback-on-funding-trikafta/>

Sorry for coming back to you on this one, but would you be able to draft a response based on this?

Ngā mihi

**Sunayna Raman**

Advisor | Government Services and Coordination  
Government & Executive Services | Ministry of Health  
E: [REDACTED] | M: [REDACTED]



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**From:** Allannah Andrews <[REDACTED]>  
**Sent:** Monday, 12 December 2022 9:24 am  
**To:** Sunayna Raman <[REDACTED]>  
**Cc:** Parliamentary Questions <[REDACTED]>; Ministerial <[REDACTED]>  
**Subject:** FW: No Surprises update - Trikafta consultation

Sunayna,

Thanks for our chat just now. Please find attached information previously provided to the Minister's office to support their response to WPQ 45832.

Cheers  
allannah

---

**From:** Allannah Andrews  
**Sent:** Thursday, 1 December 2022 10:51 am  
**To:** [REDACTED]  
**Cc:** Adelia Hallett <[REDACTED]>; Talisa Kupenga <[REDACTED]>;  
[REDACTED]; Allison Bennett <[REDACTED]>;  
Therese Egan <[REDACTED]>; Carol Morris <[REDACTED]>  
**Subject:** No Surprises update - Trikafta consultation

Kia ora Anna,

This is a no surprises update for Minister Little.

On Sunday 4 December at 6pm, Pharmac is putting out a consultation seeking feedback on a proposal to fund elexacaftor with tezacaftor and ivacaftor (brand name Trikafta) for people aged 6 years and above with cystic fibrosis who meet certain criteria, from 1 April 2023 (subject to Board approval of the proposal).

Pharmac intends to put out a media release (attached to this email) to support this consultation and will share it through our social media channels. Lisa Williams, Director of Operations, will be our spokesperson and be available for media interviews.

To maximise positive, detailed, people-focused coverage of this news, we intend to share it, embargoed, with Paddy Gower (Newshub) as he has covered Trikafta since before an application was even made to Pharmac. As late as yesterday, he was sharing social media posts, asking for Trikafta to be funded.

On Friday 2 December, we will share the consultation and media release, in confidence, with Cystic Fibrosis New Zealand's CE Lisa Burns, as we know they will be approached for comment on the consultation by media. Pharmac staff will also contact the other cystic fibrosis advocates – Trikafta for Kiwis, Ed Lee and Rare Disorders NZ to share the consultation and media release, in confidence.

We will share it more widely with the media and other key stakeholders on Sunday 4 December at midday, embargoed for 6pm that night.

If you require further information about this consultation, please let me know.

Ngā mihi, nā

Allanah Andrews ([she/her](#)) | Manager, Policy and Government Services

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**From:** Jane Wright  
**Sent:** Monday, 12 December 2022 3:12 pm  
**To:** Tasmin Prichard; David Cormack  
**Subject:** 2022-12-12 TodayFM embargo key messages  
**Attachments:** 2022-12-12 TodayFM embargo key messages.docx

Sorry, made some more changes – despite a fire alarm in the middle!

proactive release  
21 February 2023

## TodayFM embargo key messages

Monday 12 December 2022

### **Why did you place a ban on TodayFM?**

It's great to talk about this today so that we all get on the same page. To make it really clear, we chose to take a week off from accepting media interviews with Mediaworks. We did this because we were disappointed with how Mediaworks chose to share information publicly about the Trikafta announcement before we had finished talking with patient advocates.

You and Rachel indicated that Trikafta was about to be funded immediately, and this was then shared on all other Mediaworks radio stations. In fact, we were announcing the consultation on funding Trikafta.

While consultation usually means the medicine will be funded soon, there are more steps to go through. Indicating that the medicine was to be imminently funded – is factually incorrect and possibly damaging. It makes it sound much sooner than it is.

Having said that, we appreciate that you still need to be informed, so of course we still shared our embargoed media release with you and shared further announcements about other funding decisions last week.

We now look forward to starting afresh with you, getting back to talking about medicines and medical devices.

### **Why did your comms staff lie?**

They told you we were not at the stage of funding Trikafta, which is true – we are still consulting. While consultation usually means the medicine will be funded soon, there are more steps to go through. Indicating that the medicine was to be imminently funded – is factually incorrect and very damaging. It makes it sound much sooner than it is.

### **Other media reported that Trikafta is funded... have they also had a ban?**

That was what we were trying to avoid. Unfortunately, your media coverage was picked up and used by other media.

### **We asked you to come on for an interview, but you declined...**

On Friday afternoon, when you asked for an interview with 20 minutes notice, I was talking to patient advocacy groups and letting them know we were starting consultation on funding Trikafta. They were our priority.

### **What was your media approach?**

The most important thing for us, and what we wanted to achieve with our media approach, was that as many people as possible heard the news and could participate in the consultation.

We recognise that preparing a media story takes time and decided to share the media release with several major media outlets under embargo on Friday. This included TV One, 3 News, Stuff, The Herald and Radio NZ.

All other media received the same media release at 2pm on Sunday – four hours before the embargo lifted.

The advocacy groups and individual patients thanked us for the approach we took and gave us feedback that it was great that they all got to hear together. For us this is what matters most.

**Do you think it is fair only to give selected media information?**

We have often provided information to media who have previously reported on a topic. For example, we gave Today FM a heads-up before other media about Spinraza.

In this instance, we gave the story to six outlets before the weekend, and then it went to everyone else at 2pm on the Sunday.

However, we have heard your concerns, and we have reflected that in future for a decision of this kind, we will issue an embargoed release to all media at the same time rather than staggering it as we did in this instance.

**Why did you favour Paddy or give him extra information?**

All media received the same embargoed media release – how they used it was up to them.

**Are you admitting then that your approach was wrong?**

Overall, our focus was on the stakeholder groups we had to talk to, they are our most important audience. The advocacy groups and individual patients hve thanked us for the approach we took and gave us feedback that it was great that they all got to hear together. For us this is what matters most.

We've reflected that in future for a decision of this kind, we will issue an embargoed release to all media at the same time rather than staggering it as we did in this instance.

**What did Minister Little say to you about this?**

?

### **Why was it timed conveniently for Sunday 6pm?**

The most important thing for us was that as many people as possible heard the news and could participate in the consultation. The 6 o'clock news on both channels one and three, along with the two major online news platforms would achieve this. However, all media were sent the embargoed release so had an opportunity to cover the story.

The deal with Vertex was only signed on Thursday, so the timings were tight. We wanted to get this news out as soon as we could – and were contacting advocacy groups and preparing material for media right up until the end of Friday and supporting various media with their coverage over the weekend.

### **There have been calls for you to resign over this...**

It's disappointing that our media approach is what some people are choosing to focus on rather than the amazing news that we are one step closer to funding Trikafta.

It would be great if we could share with your listeners the exciting news which is that we are seeking feedback on a provisional agreement to fund Trikafta for people with cystic fibrosis.....

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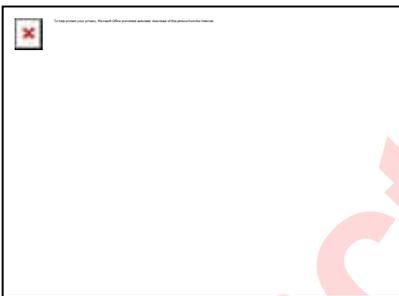
**From:** Tasmin Prichard <[REDACTED]>  
**Sent:** Monday, 12 December 2022 3:22 pm  
**To:** Jane Wright  
**Cc:** David Cormack  
**Subject:** Re: 2022-12-12 TodayFM embargo key messages  
**Attachments:** 2022-12-12 TodayFM embargo key messages.docx

Ah double up! Here's my edits - I'll see if I can wrap them together asap.

On Mon, Dec 12, 2022 at 3:12 PM Jane Wright <[REDACTED]> wrote:

Sorry, made some more changes despite a fire alarm in the middle!

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Tasmin Prichard (she/they)  
Senior Consultant  
[REDACTED]  
<http://www.drapercormack.nz> |

## TodayFM embargo key messages

Monday 12 December 2022

### **Why did you place a ban on TodayFM?**

It's great to talk about this today so that we all get on the same page. To make it really clear, we chose to take a week off from accepting media interviews with Mediaworks.

We did this because we were disappointed with how Mediaworks chose to share information publicly about the Trikafta announcement before we had finished talking with patient advocates.

You and Rachel indicated that Trikafta was about to be funded immediately, and this was then shared on all other Mediaworks radio stations. In fact, we were announcing the consultation on funding Trikafta.

While consultation usually means the medicine will be funded soon, there are more steps to go through, and we understand it did cause confusion with patient groups.

Having said that, we appreciate that at the end of the day, it's actually about your listeners, so of course we still shared our embargoed media release with you and shared further announcements about other funding decisions last week.

We now look forward to starting afresh with you, getting back to talking about medicines and medical devices.

### **Why did your comms staff lie?**

They didn't lie. They told you we were not at the stage of funding Trikafta, which is true – we are still consulting on a proposal to fund it. And there are more steps to go through. Indicating that the medicine was to be imminently funded is incorrect.

### **Other media reported that Trikafta is funded... have they also had a ban?**

That was what we were trying to avoid. Once it had been announced it was being funded, it was hard to get anyone to shift from that. Other journalists who were made aware of this contacted us and agreed to stick with the 6pm Sunday announcement.

### **We asked you to come on for an interview, but you declined...**

On Friday afternoon, when you asked for an interview with 20 minutes notice, I was talking to patient advocacy groups and letting them know we were starting consultation on funding Trikafta. They were our priority.

### **What was your media approach?**

The most important thing for us was that as many people as possible heard the news – so that as many people as possible can participate in the consultation.

We know preparing a media story takes time, and decided to share the media release with some media outlets under an early embargo. These were TV One, 3 News, Stuff, The Herald and Radio NZ.

All other media received the same media release at 2pm on Sunday – four hours before the embargo lifted. This was always the plan and what we had agreed with the supplier on too.

**Do you think it is fair only to give selected media information?**

We have often provided information to media who have previously reported on a topic. For example, about a month ago we gave Today FM a heads-up before other media about a consultation to fund Spinraza.

In this instance, we gave the story to six outlets before the weekend, and then it went to everyone else at 2pm on the Sunday.

However, yes, we have heard your concerns, and we have reflected on your feedback and are considering how we can improve this part of what we do.

**Why did you favour Paddy or give him extra information?**

All six media outlets received the same embargoed media release – how they used it was up to them.

**Are you admitting then that your approach was wrong?**

Overall, our focus was on the stakeholder groups we had to talk to, they are our most important audience. The advocacy groups and individual patients have thanked us for the approach we took and gave us feedback that it was great that they all got to hear together. For us this is what matters most.

However, yes, we have heard your concerns, and we have reflected on your feedback and are considering how we can improve this part of what we do.

**What did Minister Little say to you about this?**

I think that's a question for Minister Little's office.

**Why was it timed conveniently for Sunday 6pm?**

The most important thing for us was that as many people as possible heard the news and could participate in the consultation. The 6 o'clock news on both channels one and three, along with the two major online news platforms would achieve this.

The provisional agreement with Vertex was only signed on Thursday, so the timings were very tight. We agreed our communications approach with them.

We wanted to get this news out as soon as we could – and were contacting advocacy groups and preparing material for the media right up until the end of Friday and supporting various media with their coverage over the weekend.

### **There have been calls for you to resign over this...**

I'm not resigning.

It's disappointing that our media approach is what some people are choosing to focus on rather than the amazing news that we are one step closer to funding Trikafta.

We are really excited about the next step, which is that we're seeking feedback on a provisional agreement – basically making sure we hear from people who will be affected by this news. From there, we'll move forward towards securing the medicine for those who need it.

### **Statement for other media**

Pharmac chose to take a week off from accepting media interviews with Mediaworks. We did this because we were disappointed with how Mediaworks chose to share information publicly about the Trikafta announcement before we had finished talking with patient advocates.

It has been disappointing that our media approach is what some people are choosing to focus on rather than the amazing news that we are one step closer to funding Trikafta.

We are really excited about the next step, which is that we're seeking feedback on a provisional agreement – basically making sure we hear from people who will be affected by this news. From there, we'll move forward towards securing the medicine for those who need it.

We now look forward to starting afresh with Mediaworks, getting back to talking about medicines and medical devices.

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**From:** Annette Kerr (she/her/hers) <[REDACTED]>  
**Sent:** Tuesday, 13 December 2022 1:05 pm  
**To:** Alex Chippy Compton; Jane Cusack (she/her/hers); Sabrina Barbic  
**Cc:** Logan Heyes  
**Subject:** RE: FYI - TodayFM interview

Thanks Chippy – we appreciate the heads up.

Kind regards  
Annette

---

**From:** Alex Chippy Compton <[REDACTED]>  
**Sent:** Tuesday, 13 December 2022 10:32 AM  
**To:** Jane Cusack (she/her/hers) <[REDACTED]>; Annette Kerr (she/her/hers) <[REDACTED]>;  
Sabrina Barbic <[REDACTED]>  
**Cc:** Logan Heyes <[REDACTED]>  
**Subject:** FYI - TodayFM interview

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Kia ora koutou,

I hope you are all well.

I wanted to let you know that Sarah Fitt is being interviewed this afternoon by TodayFM about our communications approach to the Trikafta consultation release. I understand that our communications team has been in touch with Rachael to provide more information.

Best Wishes,  
Chippy

Ngā mihi

Chippy Compton | [she/her](#) | Therapeutic Group Manager

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21 February 2023

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**From:** Lisa Burns <[REDACTED]>  
**Sent:** Friday, 2 December 2022 10:41 pm  
**To:** Media  
**Subject:** RE: Trikafta answer to queries

**Importance:** High

Hi Jane

We are fielding a significant amount of questions via email, text and on social media. We need something a bit more than what you sent through on your text. I've drafted the words below, can you confirm if you're happy for us to use this as a response to any questions we receive and to put this up on our social channels.

*CFNZ is aware of information that has been shared on Friday afternoon by a media outlet. Given that we want to prevent inaccurate or premature conclusions from spreading publicly all we can share at this point is that we are talking with Pharmac. As soon as we have clear and consistent information, we will share it with our community. In the meantime we ask that as difficult as it is we wait to be fully informed.*

Many thanks,  
Lisa

**Lisa Burns**

Chief Executive / Cystic Fibrosis NZ

**M/** [REDACTED]  
**P/** +64 09 308 9161  
**E/** [REDACTED]

64 Grafton Road, Auckland 1010 | PO Box 110 067, Auckland Hospital 1148 | [www.cfnz.org.nz](http://www.cfnz.org.nz)



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**From:** Media <media@pharmac.govt.nz>  
**Sent:** Friday, 2 December 2022 3:08 pm  
**To:** Lisa Burns <[REDACTED]>  
**Subject:** Fwd: Trikafta

Kia ora Lisa, so pleased to be able to share this with you :) please treat it as embargoed till 6pm Sunday. I can share which media outlets I have shared it with if you give me a call on [REDACTED]. I'm in meetings till 4 but can chat after then.

Jane

**Media release**

4 December 2022

## Pharmac seeking feedback on funding Trikafta

Te Pātaka Whaioranga – Pharmac has reached a provisional agreement with medicine supplier Vertex to fund Trikafta.

“Following [our budget increase in May 2022](#) and commercial negotiations with the supplier, Vertex, I am thrilled to announce today that we are initiating consultation on the funding of Trikafta for people aged 6 years and above with cystic fibrosis who meet certain eligibility criteria,” says Pharmac’s director of operations Lisa Williams.

“Trikafta has the potential to make a substantial difference to the lives of those people in New Zealand living with cystic fibrosis and for their whānau and communities too. We estimate that, if funded, Trikafta could give people with cystic fibrosis up to 27 more years at full health, when compared with supportive care. This would significantly reduce the impact of the condition on people with cystic fibrosis, their whānau and communities.

“We have been actively working towards this step in the funding process since receiving recommendations from both our Respiratory Advisory Committee and from our Pharmacology and Therapeutics Advisory Committee (PTAC) that the medicine should be funded. Our expert advisors have told us that treatment with Trikafta significantly improves lung function and other symptoms of cystic fibrosis. The evidence is clear that Trikafta can benefit people with cystic fibrosis, so we are pleased to start consultation on a proposal to fund it.

“I want to acknowledge the time that many people have put into advocating for those living with cystic fibrosis and to those who have shared their own very personal stories with us. We have heard them all, and we know there will be a lot of people thrilled to hear that we are proposing to fund Trikafta.”

The consultation is available on the Pharmac website for anyone wanting to have their say.

“Consultation is a very important step in our process,” says Ms Williams. “It’s how we check that the people who will get the most benefit from the medicines will be able to access them. If approved, we will also be working closely with our colleagues across the health sector to plan for the implementation of Trikafta.”

“We have been saying that we wanted to fund Trikafta – and now we are a step closer,” says Ms Williams.

Funding of Trikafta is proposed to start 1 April 2023.

### ENDS

We are welcoming feedback on the proposed funding of Trikafta until 16 January 2023. Please email [media@pharmac.govt.nz](mailto:media@pharmac.govt.nz) or call 021863342 if you would like to know more.

**Learn more:**

Trikafta is a combination of elexacaftor, tezacaftor and ivacaftor. It is a tablet, taken twice a day. Due to the wide public interest in its funding application, Pharmac has shared every milestone along our assessment and decision-making processes, starting with receiving the application:

- <https://pharmac.govt.nz/news-and-resources/news/cystic-fibrosis-medicine-applications-to-be-considered-by-pharmac-and-medsafe-in-parallel/?page=9>
- <https://pharmac.govt.nz/news-and-resources/news/2021-07-09-media-release-application-for-cystic-fibrosis-medicine-received-by-pharmac/?page=8>
- <https://pharmac.govt.nz/news-and-resources/news/2021-10-27-media-release-cystic-fibrosis-medicine-added-to-pharmacs-options-for-investment-list/?page=7>
- <https://pharmac.govt.nz/news-and-resources/news/2021-02-23-media-release-pharmacs-clinical-experts-recommend-funding-trikafta/?page=5>
- <https://pharmac.govt.nz/news-and-resources/news/2022-08-15-media-release-pharmac-shares-update-on-its-assessment-of-trikafta/?page=2>

A year and a half after receiving the application to fund Trikafta, it is only fitting that Pharmac shares this milestone too.

*We are continuing to work our way through our options for investment list, trying to secure deals for as many items as we can within available funding. Since 1 July 2022 Pharmac has funded 12 new treatments and widened access to 17 already funded medicines, and there are more to come.*

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

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Pharmac | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington  
M: [REDACTED] [www.pharmac.govt.nz](http://www.pharmac.govt.nz)

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**From:** Media  
**Sent:** Friday, 2 December 2022 11:24 am  
**To:** Laura Frykberg; Media; Ana Maykot  
**Subject:** RE: Interview for Friday

She can do 430. Come to [REDACTED] then.

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

---

Pharmac | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington  
M: [REDACTED] [www.pharmac.govt.nz](http://www.pharmac.govt.nz)

---

**From:** Laura Frykberg <[REDACTED]>  
**Sent:** Friday, 2 December 2022 11:11 am  
**To:** Media <media@pharmac.govt.nz>; Ana Maykot <[REDACTED]>  
**Subject:** Re: Interview for Friday

Could it be any earlier?

4:30 perhaps?

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---

**From:** Media <media@pharmac.govt.nz>  
**Sent:** Friday, December 2, 2022 10:56:33 AM  
**To:** Laura Frykberg <[REDACTED]>; Media <media@pharmac.govt.nz>; Ana Maykot <[REDACTED]>  
**Subject:** RE: Interview for Friday

She can do 5, would that work?

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

---

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M: [REDACTED] [www.pharmac.govt.nz](http://www.pharmac.govt.nz)

---

**From:** Laura Frykberg <[REDACTED]>  
**Sent:** Friday, 2 December 2022 10:29 am  
**To:** Media <media@pharmac.govt.nz>; Ana Maykot <[REDACTED]>  
**Subject:** RE: Interview for Friday

Thanks!

Could we do 4pm?

**Laura Frykberg**  
Wellington Reporter

d. [REDACTED]  
m. [REDACTED]



---

**From:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Sent:** Friday, 2 December 2022 10:01 am  
**To:** Laura Frykberg <[REDACTED]>; Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>; Ana Maykot <[REDACTED]>  
**Subject:** RE: Interview for Friday

Nope just you 😊 what time would you like to meet with her? After 4 today or tomorrow? She is in [REDACTED]

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

---

Pharmac | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington  
M: [REDACTED] [www.pharmac.govt.nz](http://www.pharmac.govt.nz)

---

**From:** Laura Frykberg <[REDACTED]>  
**Sent:** Friday, 2 December 2022 9:55 am  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>; Ana Maykot <[REDACTED]>  
**Subject:** RE: Interview for Friday

Hi Rosa,

Thanks for this.

Great story to be part of.

This might seem like an odd question but are you also getting other media to talk to [REDACTED]?

Thanks very much,

Laura

**Laura Frykberg**  
Wellington Reporter

d. [REDACTED]  
m. [REDACTED]

---

**From:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Sent:** Thursday, 1 December 2022 5:03 pm  
**To:** Ana Maykot <[REDACTED]>; Laura Frykberg <[REDACTED]>  
**Subject:** Re: Interview for Friday

Great! Hi Laura :) I also have a patient and her family. [REDACTED] I can check her availability - maybe Saturday if possible or later on Friday?

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**From:** Ana Maykot <[REDACTED]>  
**Sent:** Thursday, December 1, 2022 4:57:10 PM  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>; Laura Frykberg <[REDACTED]>  
**Subject:** RE: Interview for Friday

Hi team,

Confirming [@Laura Frykberg](#) will be the reporter for tomorrow.

---

**From:** Ana Maykot  
**Sent:** Thursday, 1 December 2022 4:40 pm  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** RE: Interview for Friday

Amazing, thank you! 😊

---

**From:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Sent:** Thursday, 1 December 2022 4:38 pm  
**To:** Ana Maykot <[REDACTED]>  
**Subject:** Re: Interview for Friday

Just double checking timing with Lisa Williams!

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---

**From:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Sent:** Thursday, December 1, 2022 4:26:24 PM  
**To:** Ana Maykot <[REDACTED]>  
**Subject:** Re: Interview for Friday

Apologies you did! Just found it, was looking at the media inbox 😞

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---

**From:** Ana Maykot <[REDACTED]>  
**Sent:** Thursday, December 1, 2022 4:24:05 PM  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** RE: Interview for Friday

Hi Rosa,

Sure thing. Sorry I did email Jane – maybe to the wrong email address?

We'd like to do a pre-recorded interview tomorrow 2/12 about the opening of the consultations for funding Trikafta.

Would someone from Pharmac be available?

Thank you,

---

**From:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Sent:** Thursday, 1 December 2022 4:20 pm  
**To:** Ana Maykot <[REDACTED]>  
**Subject:** Interview for Friday

Hi Ana, could you please send us an email with your request for an interview? It helps to keep everything documented.

Thanks!

Ngā mihi

Rosa Bach | Pharmac's Communications Advisor, Media and Social Media | [REDACTED]

Sent from my handheld device, apologies if brief.

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From: Media  
Sent: Thursday, 1 December 2022 4:39 pm  
To: Ana Maykot  
Subject: Re: Interview for Friday

1230 works! We are at 40 Mercer street, level 9

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---

From: Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
Sent: Thursday, December 1, 2022 4:37:59 PM  
To: Ana Maykot <[REDACTED]>  
Subject: Re: Interview for Friday

Just double checking timing with Lisa Williams!

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---

From: Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
Sent: Thursday, December 1, 2022 4:26:24 PM  
To: Ana Maykot <[REDACTED]>  
Subject: Re: Interview for Friday

Apologies you did! Just found it, was looking at the media inbox

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---

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Thanks!

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proactive release  
21 February 2023

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**From:** Media  
**Sent:** Monday, 5 December 2022 3:49 pm  
**To:** Megan Wilson  
**Subject:** Re: Trikafta

Absolutely our pleasure!

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**From:** Megan Wilson <[REDACTED]>  
**Sent:** Monday, December 5, 2022 3:44:04 PM  
**To:** Media <media@pharmac.govt.nz>  
**Subject:** Re: Trikafta

Hi Jane,

Thanks so much! I decided to come in today and write the stories so they are ready for tomorrow's newspapers.

Thank you again for all of your help and for the early heads up - it was much appreciated 😊

Ngā mihi,  
Megan

**MEGAN WILSON**  
Multimedia Journalist

**M:** [REDACTED]  
**E:** [REDACTED]  
**ME:** My pronouns are she/her



---

**From:** Media <media@pharmac.govt.nz>  
**Sent:** 03 December 2022 16:02  
**To:** Megan Wilson <[REDACTED]>  
**Subject:** Re: Trikafta

Have a lovely break off! Happy to help if you need more details on Tuesday :)

Jane

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**From:** Megan Wilson <[REDACTED]>  
**Sent:** Friday, December 2, 2022 3:42:36 PM  
**To:** Media <media@pharmac.govt.nz>  
**Subject:** Re: Trikafta

Kia ora Jane,

Thanks very much for the call this afternoon and the email - this is such exciting news!

I've written up a story using the attached press release which can go live at 6pm on Sunday and will be in Monday's newspapers.

I'll come back off from annual leave on Tuesday and reach out to all of the families I've spoken to then, who will be so excited about this life-changing news.

Thank you again and have a great weekend!

Ngā mihi,  
Megan

**MEGAN WILSON**

Multimedia Journalist

**M:** [REDACTED]  
**E:** [REDACTED]  
**ME:** My pronouns are she/her



---

**From:** Media <media@pharmac.govt.nz>  
**Sent:** 02 December 2022 14:27  
**To:** Megan Wilson <[REDACTED]>  
**Subject:** Trikafta

Kia ora Megan,

As discussed here is our media release and our consult – embargoed till 6pm Sunday evening. Lisa has time to talk with you or our colleague over the weekend and she can answer any extra questions that you have.

**PHARMAC**  
TE PĀTAKA WHAIORANGA

## Media release

4 December 2022

### Pharmac seeking feedback on funding Trikafta

Te Pātaka Whaioranga – Pharmac has reached a provisional agreement with medicine supplier Vertex to fund Trikafta.

“Following [our budget increase in May 2022](#) and commercial negotiations with the supplier, Vertex, I am thrilled to announce today that we are initiating consultation on the funding of Trikafta for people aged 6 years and above with cystic fibrosis who meet certain eligibility criteria,” says Pharmac’s director of operations Lisa Williams.

“Trikafta has the potential to make a substantial difference to the lives of those people in New Zealand living with cystic fibrosis and for their whānau and communities too. We estimate that, if funded, Trikafta could give people with cystic fibrosis up to 27 more years at full health, when compared with supportive care. This would significantly reduce the impact of the condition on people with cystic fibrosis, their whānau and communities.

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“Consultation is a very important step in our process,” says Ms Williams. “It’s how we check that the people who will get the most benefit from the medicines will be able to access them. If approved, we will also be working closely with our colleagues across the health sector to plan for the implementation of Trikafta.”

“We have been saying that we wanted to fund Trikafta – and now we are a step closer,” says Ms Williams.

Funding of Trikafta is proposed to start 1 April 2023.

#### ENDS

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#### Learn more:

Trikafta is a combination of elexacaftor, tezacaftor and ivacaftor. It is a tablet, taken twice a day. Due to the wide public interest in its funding application, Pharmac has shared every milestone along our assessment and decision-making processes, starting with receiving the application:

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- <https://pharmac.govt.nz/news-and-resources/news/2021-07-09-media-release-application-for-cystic-fibrosis-medicine-received-by-pharmac/?page=8>
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- <https://pharmac.govt.nz/news-and-resources/news/2021-02-23-media-release-pharmacs-clinical-experts-recommend-funding-trikafta/?page=5>
- <https://pharmac.govt.nz/news-and-resources/news/2022-08-15-media-release-pharmac-shares-update-on-its-assessment-of-trikafta/?page=2>

A year and a half after receiving the application to fund Trikafta, it is only fitting that Pharmac shares this milestone too.

*We are continuing to work our way through our options for investment list, trying to secure deals for as many items as we can within available funding. Since 1 July 2022 Pharmac has funded 12 new treatments and widened access to 17 already funded medicines, and there are more to come.*

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

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**From:** Media  
**Sent:** Friday, 2 December 2022 6:50 pm  
**To:** Lisa Williams  
**Subject:** Fwd: Trikafta

FYI! Let me know when you can chat with her. She has promised to hold embargo

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**From:** Rachel Thomas <[REDACTED]>  
**Sent:** Friday, December 2, 2022 6:26:46 PM  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** Re: Trikafta

Sounds good.

I think the obvious questions for Lisa are around how monumental this news is for Pharmac, how many people you expect to take up the drug within say the first 12 months, if there's an estimated cost saving to the NZ health system, how people will get it (i.e through hospitals - can it only be prescribed by a specialist) and some context on how long it's taken to get to this point.

Thanks  
Rachel

On Fri, Dec 2, 2022 at 6:03 PM Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)> wrote:

Just checking now – I think she will go for the morning but will let you know!

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

---

Pharmac | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington  
M: [REDACTED] [www.pharmac.govt.nz](http://www.pharmac.govt.nz)

---

**From:** Rachel Thomas <[REDACTED]>  
**Sent:** Friday, 2 December 2022 4:06 pm  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** Re: Trikafta

Excellent, thanks for this. between Armageddon and the Health Minister tomorrow - I could do sometime between 8.30-9.30am or between 12 and 3pm?

Thanks

Rachel

On Fri, Dec 2, 2022 at 2:39 PM Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)> wrote:

Argh sorry here it is! Let me know a good time tomorrow and I will confirm that with Lisa



PHARMAC  
TE PĀTAKA WHAIORANGA

## Media release

4 December 2022

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- <https://pharmac.govt.nz/news-and-resources/news/2021-07-09-media-release-application-for-cystic-fibrosis-medicine-received-by-pharmac/?page=8>
- <https://pharmac.govt.nz/news-and-resources/news/2021-10-27-media-release-cystic-fibrosis-medicine-added-to-pharmacs-options-for-investment-list/?page=7>
- <https://pharmac.govt.nz/news-and-resources/news/2021-02-23-media-release-pharmacs-clinical-experts-recommend-funding-trikafta/?page=5>
- <https://pharmac.govt.nz/news-and-resources/news/2022-08-15-media-release-pharmac-shares-update-on-its-assessment-of-trikafta/?page=2>

A year and a half after receiving the application to fund Trikafta, it is only fitting that Pharmac shares this milestone too.

*We are continuing to work our way through our options for investment list, trying to secure deals for as many items as we can within available funding. Since 1 July 2022 Pharmac has funded 12 new treatments and widened access to 17 already funded medicines, and there are more to come.*

Ngā mihi

Jane Wright | Pharmac’s Senior Communications Advisor, Media

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**From:** Media  
**Sent:** Friday, 2 December 2022 5:38 pm  
**To:** Kaye Albyt  
**Subject:** RE: Embargoed press release  
**Attachments:** 2022-12-04 trikafta consult media release.docx

Huge apologies – it has been one of those afternoons. Please find attached the embargoed PR – embargoed until 6pm Sunday. Please call me if you need anything further on this. We appreciate you sticking to the embargo.

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

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---

**From:** Kaye Albyt <[REDACTED]>  
**Sent:** Friday, 2 December 2022 2:56 pm  
**To:** Media <media@pharmac.govt.nz>  
**Subject:** Embargoed press release

You don't often get email from [REDACTED] [Learn why this is important](#)

Hello, thanks for talking to me on the phone just now Jane.

I am RNZ's Weekend Editor and am touching base about Sunday's embargoed announcement.

I'll also get hold of Adelia from Andrew Little's office as I understand he is available for an embargoed interview on Saturday.

Thanks  
Kaye Albyt  
RNZ

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**From:** Media  
**Sent:** Friday, 2 December 2022 5:45 pm  
**To:** Kaye Albyt  
**Subject:** Re: Embargoed press release

I'm so sorry I haven't forgotten you. Will send shortly

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**From:** Kaye Albyt <[REDACTED]>  
**Sent:** Friday, December 2, 2022 2:56:21 PM  
**To:** Media <media@pharmac.govt.nz>  
**Subject:** Embargoed press release

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Hello, thanks for talking to me on the phone just now Jane.

I am RNZ's Weekend Editor and am touching base about Sunday's embargoed announcement.

I'll also get hold of Adelia from Andrew Little's office as I understand he is available for an embargoed interview on Saturday.

Thanks  
Kaye Albyt  
RNZ

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**From:** Media  
**Sent:** Friday, 2 December 2022 2:26 pm  
**To:** Media; Adam Pearse  
**Subject:** RE: NZ Herald  
**Attachments:** 2022-12 Proposal to fund elexacaftor with tezacaftor and ivacaftor (Trikafta) for people with cystic fibrosis.pdf

Sorry and now the consult is attached 😊

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

---

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---

**From:** Media  
**Sent:** Friday, 2 December 2022 2:15 pm  
**To:** 'Adam Pearse' <[REDACTED]>  
**Subject:** RE: NZ Herald

Kia ora Adam 😊

As discussed here is our media release and our consult – embargoed till 6pm Sunday evening. Lisa has time to talk with you over the weekend and she can answer any extra questions that you have.

**PHARMAC**  
TE PĀTAKA WHAIORANGA

## Media release

4 December 2022

### Pharmac seeking feedback on funding Trikafta

Te Pātaka Whaioranga – Pharmac has reached a provisional agreement with medicine supplier Vertex to fund Trikafta.

“Following [our budget increase in May 2022](#) and commercial negotiations with the supplier, Vertex, I am thrilled to announce today that we are initiating consultation on the funding of Trikafta for people aged 6 years and above with cystic fibrosis who meet certain eligibility criteria,” says Pharmac’s director of operations Lisa Williams.

“Trikafta has the potential to make a substantial difference to the lives of those people in New Zealand living with cystic fibrosis and for their whānau and communities too. We estimate that, if funded, Trikafta

could give people with cystic fibrosis up to 27 more years at full health, when compared with supportive care. This would significantly reduce the impact of the condition on people with cystic fibrosis, their whānau and communities.

“We have been actively working towards this step in the funding process since receiving recommendations from both our Respiratory Advisory Committee and from our Pharmacology and Therapeutics Advisory Committee (PTAC) that the medicine should be funded. Our expert advisors have told us that treatment with Trikafta significantly improves lung function and other symptoms of cystic fibrosis. The evidence is clear that Trikafta can benefit people with cystic fibrosis, so we are pleased to start consultation on a proposal to fund it.

“I want to acknowledge the time that many people have put into advocating for those living with cystic fibrosis and to those who have shared their own very personal stories with us. We have heard them all, and we know there will be a lot of people thrilled to hear that we are proposing to fund Trikafta.”

The consultation is available on the Pharmac website for anyone wanting to have their say.

“Consultation is a very important step in our process,” says Ms Williams. “It’s how we check that the people who will get the most benefit from the medicines will be able to access them. If approved, we will also be working closely with our colleagues across the health sector to plan for the implementation of Trikafta.”

“We have been saying that we wanted to fund Trikafta – and now we are a step closer,” says Ms Williams.

Funding of Trikafta is proposed to start 1 April 2023.

## ENDS

We are welcoming feedback on the proposed funding of Trikafta until 16 January 2023. Please email [media@pharmac.govt.nz](mailto:media@pharmac.govt.nz) or call 021863342 if you would like to know more.

### Learn more:

Trikafta is a combination of elexacaftor, tezacaftor and ivacaftor. It is a tablet, taken twice a day. Due to the wide public interest in its funding application, Pharmac has shared every milestone along our assessment and decision-making processes, starting with receiving the application:

- <https://pharmac.govt.nz/news-and-resources/news/cystic-fibrosis-medicine-applications-to-be-considered-by-pharmac-and-medsafe-in-parallel/?page=9>
- <https://pharmac.govt.nz/news-and-resources/news/2021-07-09-media-release-application-for-cystic-fibrosis-medicine-received-by-pharmac/?page=8>
- <https://pharmac.govt.nz/news-and-resources/news/2021-10-27-media-release-cystic-fibrosis-medicine-added-to-pharmacs-options-for-investment-list/?page=7>
- <https://pharmac.govt.nz/news-and-resources/news/2021-02-23-media-release-pharmacs-clinical-experts-recommend-funding-trikafta/?page=5>
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A year and a half after receiving the application to fund Trikafta, it is only fitting that Pharmac shares this milestone too.

*We are continuing to work our way through our options for investment list, trying to secure deals for as many items as we can within available funding. Since 1 July 2022 Pharmac has funded 12 new treatments and widened access to 17 already funded medicines, and there are more to come.*

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

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**From:** Adam Pearse <[REDACTED]>  
**Sent:** Friday, 2 December 2022 2:12 pm  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** NZ Herald

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Good to chat, Jane. Any queries, sing out.

Ngā mihi

**Adam Pearse**  
Political Journalist | NZ Herald Parliamentary Press Gallery

M: [REDACTED]  
E: [REDACTED]

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proactive release  
21 February 2023

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**From:** Media  
**Sent:** Friday, 2 December 2022 11:43 am  
**To:** Fiona Ellis  
**Subject:** RE: Trikafta story

Kia ora Fiona,

I appreciate this may be frustrating for you but we can't change our embargo. As discussed on the phone we are able to arrange an embargoed interview today for a Monday story.

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

---

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---

**From:** Fiona Ellis <[REDACTED]>  
**Sent:** Friday, 2 December 2022 11:38 am  
**To:** Media <media@pharmac.govt.nz>  
**Subject:** Re: Trikafta story

Hi Jane,

Thanks for that. We are in a bind now with this because we now know through our own efforts that Pharmac is going to basically approve the medication. Unfortunately because of the embargo you have placed on it we will look out of touch if we run a story tomorrow explaining Jake's woes with CF and pharmac giving a bland nothing comment.

We are frustrated we cannot share this good news because of what looks to us like an arranged embargo with another media organization.

The editor is keen to run the story tomorrow. Is there any chance of changing the embargo? At this stage we are likely to proceed on the basis of "the ODT understands..."

Thank you for your efforts around this, I look forward to hearing from you.

Fiona

On 02/12/2022 10:56 a.m., Media wrote:

As discussed, under embargo until 6pm Sunday. This includes talking with patients, but we are letting CFNZ know at 3pm today.

**Media release**

4 December 2022

## Pharmac seeking feedback on funding Trikafta

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- <https://pharmac.govt.nz/news-and-resources/news/2021-10-27-media-release-cystic-fibrosis-medicine-added-to-pharmacs-options-for-investment-list/?page=7>

- <https://pharmac.govt.nz/news-and-resources/news/2021-02-23-media-release-pharmacs-clinical-experts-recommend-funding-trikafta/?page=5>
- <https://pharmac.govt.nz/news-and-resources/news/2022-08-15-media-release-pharmac-shares-update-on-its-assessment-of-trikafta/?page=2>

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Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

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---

**From:** Fiona Ellis <[REDACTED]>  
**Sent:** Friday, 2 December 2022 10:22 am  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** Re: Trikafta story

Hi Jane, just got the answerphone.

I do realize there is some info about this online, including other news stories, but would like to be able to attribute my information, and of course give pharmac the choice in how they explain things.

Thanks,

Fiona

On 02/12/2022 10:04 a.m., Media wrote:

Hi Fiona, are you able to give me a call to discuss this? My number is [REDACTED].

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

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M: [REDACTED] [www.pharmac.govt.nz](http://www.pharmac.govt.nz)

---

**From:** Fiona Ellis <[REDACTED]>  
**Sent:** Friday, 2 December 2022 10:02 am  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** Trikafta story

You don't often get email from [REDACTED]. [Learn why this is important](#)

Hi there,

I am doing a story on a man who has cystic fibrosis and is moving to the UK so he can get medication-Trikafta-from the NHS because it isn't funded in NZ. His sister has moved to Australia already for the same reason and the medication has made a big difference to how she feels.

He says it is frustrating and disappointing it isn't funded in NZ because it makes a huge, positive difference to those who take it-the closest thing there is to a cure.

Could you please get back to me by 4pm today on the following and let me know who to attribute.

-When will pharmac next reconsider funding Trikafta?

-Why is it not already funded?

-How much does it cost? (I'm told \$300,000 per year, but would like that confirmed).

Thanks,

Fiona

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**From:** Media  
**Sent:** Friday, 2 December 2022 4:20 pm  
**To:** Sarah Fitt; Lisa Williams  
**Cc:** Rosa Bach; Jannel Fisher; Peter Alsop  
**Subject:** Today FM

<http://isentia.co/aa706c>

Rachel's broken the news on the Lloyd Barr show. It's not great clearly. While we don't know where it has come from, [REDACTED]

Working with David and the PMO on a message to today fm from you Sarah which will include a stand down period for them as a result. I will come to you with a draft for approval.

Jane

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proactive release  
21 February 2023

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**From:** Media  
**Sent:** Wednesday, 7 December 2022 4:29 pm  
**To:** Claudia Toxopeus; Media  
**Cc:** Sam Robertson; Alice Cranfield; Hugh Sundae  
**Subject:** RE: URGENT interview query from TVNZ Breakfast

Kia ora Claudia,

Great talking with you earlier. My colleague is talking with Lisa about her interview, but as we discussed here is a statement from Sarah Fitt, our Chief Executive on the Media Works question:

“Pharmac has not issued a media ban on Media Works. We were disappointed that they choose to share information before we were able to share it with patient advocates, and as result we have taken a week off from accepting interview requests from them. We are still sending them our media releases and look forward to starting afresh with them next week.”

Ngā mihi

Jane Wright | Senior Communications Advisor/Team Leader

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---

**From:** Claudia Toxopeus <[REDACTED]>  
**Sent:** Wednesday, 7 December 2022 3:22 pm  
**To:** Media <media@pharmac.govt.nz>  
**Cc:** Sam Robertson <[REDACTED]>; Alice Cranfield <[REDACTED]>; Hugh Sundae <[REDACTED]>  
**Subject:** RE: URGENT interview query from TVNZ Breakfast

Kia ora Rosa,

Great news! Can we speak with Lisa at 0640 tomorrow morning? This would need to be over Zoom is she's in Wellington.

We're still interested in canvassing the topics of media bans.

Let me know if this timing suits Lisa and I can forward all further details.

Kind regards,  
Claudia

---

**From:** Media <media@pharmac.govt.nz>  
**Sent:** Wednesday, 7 December 2022 2:57 pm  
**To:** Hugh Sundae <[REDACTED]>; Nick Grant <[REDACTED]>  
**Cc:** Sam Robertson <[REDACTED]>; Alice Cranfield <[REDACTED]>; Claudia Toxopeus <[REDACTED]>  
**Subject:** RE: URGENT interview query from TVNZ Breakfast

Kia ora Claudia, Hugh and team,

Thanks for getting in touch today. We want to share with you an announcement we are sharing with all media this afternoon, embargoed until tomorrow at 0500 - we are much more interested in sharing this good news about what we are funding, and that there is more to come.

We have added a note to the bottom of our PR which explains our processes, which should provide some clarity in response to conversations in the media earlier this week.

We are really grateful to TVNZ for their professionalism and how they clearly understand our processes already.

Please let me know if you would like to chat with Lisa tomorrow morning.

Ngā mihi,  
Rosa

Rosa Bach | Communications Advisor, media and social media | [REDACTED]

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[www.pharmac.govt.nz](http://www.pharmac.govt.nz)

*Te Pātaka Whaioranga – Pharmac will be closed from Saturday 24 December 2022 to Tuesday 3 January 2023 inclusive.*

---

**From:** Hugh Sundae <[REDACTED]>  
**Sent:** Wednesday, 7 December 2022 10:06 am  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>; Nick Grant <[REDACTED]>  
**Cc:** Sam Robertson <[REDACTED]>; Alice Cranfield <[REDACTED]>; Claudia Toxopeus <[REDACTED]>  
**Subject:** RE: URGENT interview query from TVNZ Breakfast

Hi Rosa – picking up on this as yesterday was Nick’s last day.

You’ll have seen the commentary to the embargo/exclusive around Trikafta in the media, our request is for Sarah Fitt to come on to discuss further.

We could look at 0640 or possibly 0720?

Thanks  
Hugh

---

**From:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Sent:** Wednesday, 7 December 2022 8:44 am  
**To:** Nick Grant <[REDACTED]>  
**Cc:** Sam Robertson <[REDACTED]>; Hugh Sundae <[REDACTED]>; Alice Cranfield <[REDACTED]>; Claudia Toxopeus <[REDACTED]>; Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** RE: URGENT interview query from TVNZ Breakfast

Mōrena Nick, thank you for coming to us with this.

Apologies I only saw your email much later in the evening, but I’ve now let our team know about the opportunity. Could I call you to chat a little later about this? Keen to hear your thinking on what this segment would look like. After 11am would suit me best.

Ngā mihi,

Rosa

Rosa Bach | Communications Advisor, media and social media | [REDACTED]

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[www.pharmac.govt.nz](http://www.pharmac.govt.nz)

*Te Pātaka Whaioranga – Pharmac will be closed from Saturday 24 December 2022 to Tuesday 3 January 2023 inclusive.*

---

**From:** Nick Grant <[REDACTED]>  
**Sent:** Tuesday, 6 December 2022 6:37 pm  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Cc:** Sam Robertson <[REDACTED]>; Hugh Sundae <[REDACTED]>; Alice Cranfield <[REDACTED]>; Claudia Toxopeus <[REDACTED]>  
**Subject:** URGENT interview query from TVNZ Breakfast  
**Importance:** High

Kia ora, Pharmac media team, hope you're all well

We're also wondering whether someone will be willing and able to come on Breakfast to discuss the organisation's side of story regarding various claims and allegations re: embargos, media bans etc...?

I know it's unlikely someone will pick this up this evening but if it is, and there's an appetite, please don't hesitate to let us know – am sure we'll be able to find a spot

Otherwise, keen to do this on Thursday if we can coax someone on

We look forward to your response

**Nick Grant**

Senior producer  
Breakfast

m. [REDACTED]



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**From:** Sarah Fitt  
**Sent:** Tuesday, 6 December 2022 7:35 pm  
**To:** Media; Lisa Williams  
**Cc:** Peter Alsop; Jannel Fisher; Jane Wright  
**Subject:** Re: URGENT interview query from TVNZ Breakfast

Thanks Rosa but we should decline  
Sarah

Sarah Fitt  
Chief Executive  
PHARMAC

---

**From:** Media <media@pharmac.govt.nz>  
**Sent:** Tuesday, December 6, 2022 7:00:59 PM  
**To:** Lisa Williams <[REDACTED]>; Sarah Fitt <[REDACTED]>  
**Cc:** Peter Alsop <[REDACTED]>; Jannel Fisher <[REDACTED]>; Jane Wright <[REDACTED]>  
**Subject:** Fwd: URGENT interview query from TVNZ Breakfast

Interesting request from TVNZ.

Ngā mihi

Rosa Bach | Pharmac's Communications Advisor, Media and Social Media | [REDACTED]

Sent from my handheld device, apologies if brief.

---

**From:** Nick Grant <[REDACTED]>  
**Sent:** Tuesday, December 6, 2022 6:37 PM  
**To:** Media <media@pharmac.govt.nz>  
**Cc:** Sam Robertson <[REDACTED]>; Hugh Sundae <[REDACTED]>; Alice Cranfield <[REDACTED]>; Claudia Toxopeus <[REDACTED]>  
**Subject:** URGENT interview query from TVNZ Breakfast

Kia ora, Pharmac media team, hope you're all well  
We're also wondering whether someone will be willing and able to come on Breakfast to discuss the organisation's side of story regarding various claims and allegations re: embargos, media bans etc...?  
I know it's unlikely someone will pick this up this evening but if it is, and there's an appetite, please don't hesitate to let us know – am sure we'll be able to find a spot  
Otherwise, keen to do this on Thursday if we can coax someone on  
We look forward to your response

**Nick Grant**  
Senior producer  
Breakfast  
m. [REDACTED]

proactive release  
21 February 2023

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**From:** Media  
**Sent:** Sunday, 4 December 2022 4:16 pm  
**To:** Claudia Toxopeus  
**Subject:** Re: TVNZ Breakfast interview - Trikafta

Ok thanks for letting me know.

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**From:** Claudia Toxopeus <[REDACTED]>  
**Sent:** Sunday, December 4, 2022 4:13:59 PM  
**To:** Media <media@pharmac.govt.nz>  
**Subject:** RE: TVNZ Breakfast interview - Trikafta

Fantastic! Just as a heads up, Jake Gawn (Kiwi living with CF) will also be joining us in our Wellington studio.

---

**From:** Media <media@pharmac.govt.nz>  
**Sent:** Sunday, 4 December 2022 4:12 pm  
**To:** Claudia Toxopeus <[REDACTED]>  
**Subject:** Re: TVNZ Breakfast interview - Trikafta

I will come with her so give them my number as a back up but to get Lisa directly she is [REDACTED]

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**From:** Claudia Toxopeus <[REDACTED]>  
**Sent:** Sunday, December 4, 2022 4:09:49 PM  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** RE: TVNZ Breakfast interview - Trikafta

Hi Jane,

What is the best number to contact Lisa on in the morning?

Claudia

---

**From:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Sent:** Sunday, 4 December 2022 2:28 pm  
**To:** Claudia Toxopeus <[REDACTED]>  
**Subject:** RE: TVNZ Breakfast interview - Trikafta

Thanks Claudia.

Ngā mihi

Jane Wright | Pharmac's Senior Communications Advisor, Media

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Pharmac | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington  
M: [REDACTED] [www.pharmac.govt.nz](http://www.pharmac.govt.nz)

**From:** Claudia Toxopeus <[REDACTED]>  
**Sent:** Sunday, 4 December 2022 12:07 pm  
**To:** Media <[media@pharmac.govt.nz](mailto:media@pharmac.govt.nz)>  
**Subject:** TVNZ Breakfast interview - Trikafta

Kia ora,

Lovely to speak before!

Please find details below for Lisa Williams interview with Breakfast.

#### TVNZ WELLINGTON STUDIO DETAILS

- **Your call (arrival) time is 0640 for an on-air time of 0705**
- **Your contact for the morning is Jessica on [REDACTED]** (& in the unlikely event there's no response, please call our Ak team on [REDACTED])
- TVNZ is located at 86-90 Lambton Quay in the Prime Property Tower Building
- **Pedestrian access** is from Lambton Quay. The lifts are beside the entrance to Les Mills.
- **Driving access** is via The Terrace (next to Ministry of Primary Industries). Drive in off The Terrace, look for MPI sign and go down that driveway. Park in any space marked TVNZ crew. When you arrive go into the grey doors with the giant red Les Mills sign, where the lifts are.
- **When you are at the lifts**, please call Jessica ([REDACTED]) or the newsroom ([REDACTED]) who will let you up.

Kind regards,

**Claudia Toxopeus**  
Breakfast Producer

m. [REDACTED]



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**From:** Media  
**Sent:** Tuesday, 6 December 2022 8:15 am  
**To:** Sarah Fitt; Lisa Williams  
**Cc:** Peter Alsop; Jannel Fisher; Media  
**Subject:** RE: FYI - Emily writes article

[Pharmac and the curious case of media management](#) – re-linked

Ngā mihi,  
Rosa

Rosa Bach | Communications Advisor, media and social media

---

**From:** Rosa Bach <[REDACTED]>  
**Sent:** Tuesday, 6 December 2022 8:06 am  
**To:** Sarah Fitt <[REDACTED]>; Lisa Williams <[REDACTED]>  
**Cc:** Peter Alsop <[REDACTED]>; Jannel Fisher <[REDACTED]>; Media <media@pharmac.govt.nz>  
**Subject:** FYI - Emily writes article

[Pharmac and the curious case of media management](#)

Ngā mihi,  
Rosa

Rosa Bach | Communications Advisor, media and social media | [REDACTED]

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Te Pātaka Whaioranga - Pharmac | Level 9, 40 Mercer Street, Wellington  
[www.pharmac.govt.nz](http://www.pharmac.govt.nz)

*Te Pātaka Whaioranga – Pharmac will be closed from Saturday 24 December 2022 to Tuesday 3 January 2023 inclusive.*

---

**From:** Media  
**Sent:** Monday, 5 December 2022 2:32 pm  
**To:** Ben Espiner  
**Subject:** RE: Media enquiry - Sarah Fit

Kia ora Ben, apologies for the delay. Sarah is unavailable to talk with Sean tomorrow morning.

Ngā mihi

Jane Wright | Senior Communications Advisor/Team Leader

---

Pharmac | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington  
M: [REDACTED] [www.pharmac.govt.nz](http://www.pharmac.govt.nz)

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**From:** Ben Espiner <[REDACTED]>  
**Sent:** Monday, 5 December 2022 12:30 pm  
**To:** Media <media@pharmac.govt.nz>  
**Subject:** Media enquiry - Sarah Fit

You don't often get email from [REDACTED] [Learn why this is important](#)

Hi there – Sean Plunket's producer from The Platform here.

As discussed on the phone earlier, Sean would like to speak with CEO Sarah Fit regarding the ongoing deliberation on whether to continue putting Pharmac representatives up for interviews with Today FM and Media works affiliated companies. Just an informational interview focussing on the question of why Pharmac is considering an interview ban on Today FM. If possible, we'd like to speak with her via phone or video link tomorrow morning at 8:30am.

Let me know

Thanks

**Ben Espiner**

*Journalist/Producer*

M: [REDACTED]

**THE PLATFORM**

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**From:** Media  
**Sent:** Monday, 5 December 2022 12:32 pm  
**To:** Sarah Fitt  
**Subject:** Fwd: Media enquiry - Sarah Fit

Another to add to our discussion

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**From:** Ben Espiner <[REDACTED]>  
**Sent:** Monday, December 5, 2022 12:29:37 PM  
**To:** Media <media@pharmac.govt.nz>  
**Subject:** Media enquiry - Sarah Fit

You don't often get email from [REDACTED] [Learn why this is important](#)

Hi there – Sean Plunket’s producer from The Platform here.

As discussed on the phone earlier, Sean would like to speak with CEO Sarah Fit regarding the ongoing deliberation on whether to continue putting Pharmac representatives up for interviews with Today FM and Media works affiliated companies. Just an informational interview focussing on the question of why Pharmac is considering an interview ban on Today FM. If possible, we’d like to speak with her via phone or video link tomorrow morning at 8:30am.

Let me know

Thanks

**Ben Espiner**

*Journalist/Producer*

M: [REDACTED] | [REDACTED]

**THE PLATFORM**

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**From:** Media  
**Sent:** Sunday, 4 December 2022 4:25 pm  
**To:** Sydney Epps  
**Subject:** Re: Mike Hosking Intreview

Kia ora Sydney, Lisa Williams is happy to do a pre-record at 625. She can be contacted on [REDACTED].

Jane

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**From:** Sydney Epps <[REDACTED]>  
**Sent:** Sunday, December 4, 2022 4:22:58 PM  
**To:** Media <media@pharmac.govt.nz>  
**Subject:** Mike Hosking Intreview

You don't often get email from [REDACTED] [Learn why this is important](#)

Hello,

Thank you for the phone call.

Just confirming the interview at 6:25am tomorrow morning.

Thanks again,  
Sydney

**SYDNEY EPPS**

Mike Hosking Breakfast Set Up Producer | Newstalk ZB

**M:** [REDACTED]  
**E:** [REDACTED]



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