August 2025

Reimbursement *and* Infrastructure *for* Psychedelics *in* Europe

An initiative led by DELPHI
Blossom, *and* Magnetar Access

fiscal sponsorship
Drug Science

Today's agenda

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Why Europe must act now

Europe Stands at a Crossroads

The success of late-stage clinical trials for psychedelic therapies presents two clear paths forward for European mental healthcare.

The Default Path *without action*		A Prepared Future *with RIPE*	
Systemic Rejection & Gridlock	National HTA bodies struggle with novel therapies, rejecting on technicalities, not merit.	Evidence-Based Acceptance & Value Recognition	We'll equip HTAs and payers with optimised evidence and modelling methods for value assessments.
A Postcode Lottery for Access	Without standard pathways, access becomes fragmented and unfairly distributed.	Clear, Unified Reimbursement Pathways	We'll design payment and reimbursement models before launch, easing implementation.
Squandered Investment & Stalled Progress	Payer hesitation and market uncertainty wastes decades of research and billions invested.	Accelerated Patient Impact & Economic Return	Prepared systems enable equitable access, unlocking recovery potential and ROI.

This is not a theoretical exercise. We saw this with gene therapies, where lack of preparation led to years of delayed patient access.

RIPE's sole purpose is to *build the roadmap for the prepared future.*

The **RIPE** mission
is to build a *structured, multi-year roadmap* to facilitate *tailored reimbursement evaluations* and support *equitable access* for regulatory approved psychedelic therapies in Europe.

Roadmap to access

Pathway to Pan-European Readiness

Therapeutic Approval → HTA Acceptance → System Integration → Patient Access

H2 ’25	H1 ’26	H2 ’26	H1 ’27	H2 ’27	H1 ’28	H2 ’28	H1 ’29	H2 ’29	H1 ’30	H2 ’30	H1 ’31
Phase One Building the evidence base											
	Phase Two Securing Reimbursement Pathways										
		Phase Three Design the Infrastructure & Funding Frameworks									
				Phase Four Enable Patient Access							

Phase One - Evidence

We build the definitive economic models to quantify the value of these therapies to European health systems payers and broader society.

Phase Two - Reimbursement

We proactively engage national assessment bodies (HTA) with our economic models and publish methodology guides.

Phase Three - Infrastructure

We co-design the "nuts and bolts" of access, e.g. billing codes, validating outcomes-based payment frameworks, and creating blueprints for therapist training.

Phase Four - Access

We consolidate our work into national "Access Playbooks" and support local partners in implementation.

Roadmap to access

Alternative Pathways to Access

The systemic pathways are the goal for equitable access. Understanding the full landscape reveals the urgency of making reimbursed care work.

Systemic Pathways

Prepared National Reimbursement

The "gold standard" leading to broad, equitable access funded by national health systems and insurers.

Modified / Conditional Reimbursement

A potential outcome facilitating early access tied to real-world data collection to manage payer risk.

Market-Driven Pathways

Private Insurance Coverage

Faster access for a limited, employed population. Creates a two-tier system and can be withdrawn easily.

Private Out-of-Pocket Payment

The most inequitable route, accessible only to the wealthy. Drives a wedge between patients.

Niche & Unsanctioned

Compassionate / Special Access

Pre-approval access for the most severe cases. Vital, but unscalable and not a systemic solution.

Medical Tourism & Underground Use

The public health risk of inaction. Patients seek unregulated care, driven by desperation.

RIPE's mission is to make the systemic pathways the most *viable* and *efficient* route, preventing a fragmented future dominated by inequitable and unregulated access.

Cost of inaction

Bridging the Gap No Single Company Can

The central challenge is a *fundamental mismatch* between individual company incentives and collective system needs.

Individual Drug Developers

Focus on proving drug safety and efficacy for regulatory approval.

Perceived by payers as a biased commercial actor, unable to create system-wide, neutral infrastructure.

They build the car, not the public highway.

The European Health System

Requires independent economic models and standardized frameworks to justify investment and ensure quality.

Due to competing priorities and limited resources, health systems address new therapies only at product launch, not proactively.

This last-minute approach prevents the creation of robust, class-wide solutions, forcing rushed, ad-hoc fixes that often restrict access.

This coordination and trust gap is where promising therapies fail. It's not a scientific failure, but a *system failure*. RIPE was purpose-built to be the neutral, expert bridge that closes this gap.

Cost of inaction

De-Risking the European Market

Act NOW	Wait 2 Years	Do Nothing
We proactively shape the environment, build trust with payers, and create a prepared market with key challenges de-risked.	We fight an uphill battle to reverse entrenched skepticism and hastily-made, restrictive policies.	We risk repeating the gene therapy story. An unpredictable landscape of reimbursement rejections and delays. Creating inequitable patient access and makes Europe a low-priority market. A lost decade.
Chance of broad EU access MEDIUM to HIGH	LOW	SYSTEM REJECTION

RIPE is the ultimate leverage point. A relatively small, early investment in building this neutral, collective infrastructure dramatically de-risks the multi-billion Euro opportunity for psychedelic medicine in Europe.

The Engine Behind Our Roadmap

Build the evidence

This is the foundational work we start now. We create the indisputable case for access by quantifying value & mapping the terrain.

1. Health Economic Analysis + Societal Value
2. Reimbursement Pathway Evaluation

Forge the alliance

We build the coalition now to create a unified voice and engage key decision-makers early and effectively.

3. Stakeholder Alignment & Alliance
4. HTA & Payer Engagement

Implement the solutions

Based on our evidence and alliances, we will pilot and design the practical tools for real-world implementation.

5. Reimbursement Framework Design & Validation
6. Funding & Billing Infrastructure

7. Multi-disciplinary Forums

All work is supported by multi-disciplinary forums to maintain trust and momentum across the ecosystem.

Our strategy addresses every stage of the reimbursement problem: proving the *value*, uniting *stakeholders*, and building the *tools* for access.

The team for this mission

Meet the Architects of Access

Lia Mix, LMFT, CPTR

Founder & CEO
Delphi

US System Integration & Payer Strategy

- 20+ years' experience integrating new behavioural health therapies into the US healthcare system.
- Directly secured insurance coverage impacting 20 million lives.
- Bridges the clinical, commercial, and regulatory worlds.

Martin Gisby, PhD

Founder
Magnetar Access

European Market Access & HTA Expertise

- 17+ years' experience navigating complex European pricing and reimbursement systems.
- Proven track record launching innovative medicines across the EU.
- Deep, practical knowledge of national HTA processes.

Floris Wolswijk, MSc

Founder
Blossom

Psychedelic Ecosystem Intelligence

- Founder of Blossom, the leading data and insights platform for the psychedelic industry.
- Maps the scientific, clinical, and commercial landscape.
- Translates complex research into actionable intelligence.

RIPE combines deep U.S. precedent with on-the-ground European expertise and unparalleled ecosystem knowledge.

We are actively recruiting a network of technical and country-specific experts to support our mission.

Voices of support

Advocates for the RIPE Initiative

RIPE is not working in isolation. We are supported by key European and global organisations in psychedelic science, policy, and innovation.

Drug Science

World-renowned independent science body providing trusted fiscal sponsorship and UK-based advocacy.

PSYCHEDELICARE.EU
THE CITIZENS' INITIATIVE FOR THE MIND

European Citizens' Initiative (ECI) aiming to create guidelines, boost funding for research, and adopt a common EU stance.

OPEN FOUNDATION

Championing education and developing pioneering access models in the Netherlands, a key early market.

Psychedelics EUROPE

Brussels-based innovative mental health association of researchers, NGOs and companies.

Psychedelic Medicine Coalition

DC-rooted, nonpartisan nonprofit uniting lawmakers, researchers, and patients to safe, evidence-based psychedelic therapies.

ICEERS

UN-consultative NGO bridging science, indigenous wisdom and human-rights law to integrate psychoactive plant medicines.

PSYCHEDELIC INDUSTRY UK

TheraPsil
PSYCHEDELIC ADVOCACY & TRAINING | EST. 2019

PSYRES
PSYCHEDELIC RESEARCH FOUNDATION

Voices of support

Endorsed by Leaders

Our approach is validated by leaders who recognise the urgent, practical need to prepare our systems for this class of therapies.

Policy

"For 50 years, our approach to new treatments has been hampered by outdated thinking. Specifically, we need to break down the outdated barriers to psychedelic research.

Winning the scientific argument is only half the battle. We must now put in place the economic and implementation frameworks to allow new treatments to succeed.

RIPE's proactive, evidence-based work is essential to ensure these therapies can actually be delivered through the NHS, fulfilling their promise for patients."

Jeff Smith MP
Labour MP *Manchester Withington*
Government Whip, Lord Commissioner of *HM Treasury*

Advocacy

"A new therapeutic paradigm is approaching Europe's health systems. History shows that without proactive preparation, these systems will react with inconsistent, last-minute policies that stifle innovation and ultimately fail patients.

RIPE's mission is to get ahead of this; to build the scientific, economic, and ethical frameworks now, so that patient access is governed by sound strategy, based on the latest scientific evidence not reactive politics."

Anne Katrin Schlag, PhD
Acting CEO & Head of Research
Drug Science

Voices of support

Endorsed by Leaders

Our approach is validated by leaders who recognise the urgent, practical need to prepare our systems for this class of therapies.

Health Economics

"Psychedelic-assisted therapy is a complex intervention with profound, long-term benefits. **Health economics is the essential discipline that translates these complex outcomes into the language of value that payers and health systems understand.**

Building this translation capacity in Europe, as RIPE aims to do, is a critical step towards ensuring rational and equitable access."

Elliot Marseille, PhD
Director *Collaborative for the Economics of Psychedelics UC Berkeley*

Clinical

"The fascinating and paradigm-shifting convergence of pharmacology and psychology in these novel treatments is likely to pose significant challenges to their integration into healthcare systems.

This is why I believe the reimbursement roadmap initiative is both timely and essential. It will provide much-needed, expert guidance to help European mental healthcare systems prepare for the large-scale, effective implementation of these therapies."

David Erritzoe, MD, PhD, MRCPsych
Deputy Head *Imperial Centre for Psychedelic Research* & Head of the *CIPPRes Clinic*

What we need to start

Igniting the Mission

With a €100k seed investment locked in before end of September 2025, we can move from planning to immediate, high-impact action.

Master Blueprint

This funding allows us to fully map out our 4-phase strategic roadmap.

Deliverable: *A comprehensive "European Reimbursement and Access Blueprint" that will serve as the guiding document for the entire RIPE mission and the basis for the subsequent scale round.*

Forge a Coalition

We will bring together 25+ leaders and experts from policy, HTA, clinical, and patient communities.

Deliverable: *A publicly endorsed reimbursement and access Blueprint, accompanied by a Joint Statement of Action from leading organisations, pledging to collaborate on implementing the path forward.*

RIPE's goal is to have these two foundational assets—*the Blueprint and the Joint Statement*—firmly established by early 2026. This is the foundational work that clarifies the longer-term RIPE workplan and allows us and our partners to confidently execute on all elements of the reimbursement and access mission.

Our 3-Stage Sprint to Deliver the Blueprint & Alliance

Activation & research

- Secure seed funding & establish governance with Drug Science.
- Kick off foundational research for the Master Blueprint.
- Begin recruitment of foundational partners for the Working Group.

Outcome: The project is live and the core workstreams are activated.

Execution & convening

- Conduct the core deep-dive interviews with system leaders.
- Host the Working Group to build consensus on key activities for the reimbursement and access roadmap.
- Draft the initial version of the "European Reimbursement and Access Blueprint."

Outcome: The coalition is formed and core strategic insights are gathered.

Consolidation & launch

- Finalise the comprehensive European Reimbursement and Access Blueprint.
- Release the Joint Statement of Action together with collaborative partners.
- Use these two powerful assets to secure funding for the first phase activities.

Outcome: A concrete plan with industry-wide buy-in, ready to scale.

This structured sprint ensures we deliver maximum value from the seed investment, culminating in a fully *de-risked* and *actionable* plan.

From the Blueprint to Impact

Seed funding

- Master Blueprint: The comprehensive, detailed strategic plan for European access.
- Joint Statement of Action: The public commitment from our expert Working Group, providing the mandate to execute the Blueprint.

Scale phase

Early 2026 Onwards

Build the Evidence

Primary Goal: Create the definitive economic case for PAT in Europe.

- Pan-European Cost-Benefit Analysis
- Evidence Synthesis & Dossier Template
- Real-World Evidence Collection Framework

Secure Reimbursement

Primary Goal: Equip HTA bodies and payers with tools & methods.

- HTA Methodology Toolkit
- European Payer Observatory & Precedent Tracker

Design Infrastructure

Primary Goal: Design the "nuts and bolts" required for therapies to be delivered & paid.

- Core HTA Data Needs Guide
- Therapist Training & Competency Framework
- Clinical Service Delivery Blueprint

Enable Access

Primary Goal: Translate our pan-European frameworks into country-specific guides

- National "Access Playbooks"
- Equitable Access Framework & Policy Recommendations

The Master Blueprint & Joint Statement we create with seed funding will provide the detailed plan and mandate to execute this full workplan.

Responsible Governance & Strategic Allocation

Our governance

Drug Science (Fiscal Sponsor)

Holds and disburses funds against milestones.

RIPE Executive Team

Executes the day-to-day mission.

Independent Steering Group

Provides strategic guidance and ensures mission integrity.

Seed budget

€100k

Research & Blueprint Development - 60%

This is the core intellectual work. It funds the expert time required to conduct deep-dive interviews with HTA and payer leaders, analyse different country pathways, and synthesise this knowledge into the comprehensive "European Reimbursement and Access Blueprint."

Working Group & Joint Statement - 25%

This funds the structured process of building our expert coalition. It covers professional facilitation for high-impact workshops, development of strategic materials, and honoraria to secure dedicated time from key experts, including crucial patient representatives.

Operations & Governance - 15%

This covers the essential infrastructure for professional execution. It includes the fiscal sponsor administrative fee, initial legal costs, and core communication tools.

This integrated structure ensures every Euro is managed responsibly, overseen independently, and deployed strategically.

The time is **RIPE**. Join the initiative.

Join the €100k **seed syndicate** to provide the catalytic capital needed to build our Blueprint and Joint Statement

Commitment deadline: 30 September 2025

Floris Wolswijk
Founder, *RIPE Initiative*

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blossomact.com/calendly

Funds managed through Drug Science | Registered Charity 1150449

Appendices

Additional Voices of Support

Priority Projects

1. Evidence generation
2. Cost-benefit analysis
3. HTA methodology review

The Broken Promise of Gene Therapy in Europe

Extended Biographies of Project Leaders

Additional Voices of Support

"This therapy gave me back my quality of life when I needed it most, but I was one of the lucky few.

RIPE is doing the essential work to change this from a lottery into a standard of care, so that every person facing a difficult diagnosis has the same chance to find peace."

Andrea Siclari
Patient Advocate
Participant in LSD clinical trial

"We know psychedelics have shown great promise for healing in clinical trials. Understanding the importance of delivery and accessibility has become increasingly clear across the extensive psychedelic research from every sphere. These substances require unique and personalised delivery models that demand a real focus on how the rubber will hit the road — allowing for the full and safe utilisation of these promising medicines. Taking them from clinical development to realised treatments in Europe will require focused, systematic approaches.

RIPE is playing a vital role in ensuring that this transition is done thoughtfully and effectively, so that implementation is not an afterthought but a core part of bringing these therapies to those who need them."

Grace Blest-Hopley, PhD
CSO *NWPharma Tech*
Research Director *Heroic Hearts*
Founder *Hystelica*

Priority Projects on the RIPE Roadmap

The RIPE mission is to build the complete, multi-year roadmap to facilitate tailored reimbursement evaluations and equitable access for regulatory approved psychedelic therapies in Europe. While our seed funding is focused on creating the overarching Master Blueprint and Joint Statement, we have already scoped out several high-impact, foundational projects that represent the core of our future work.

Phase One	The Core HTA Data Needs Guide
Phase One	Pan-European Cost-Benefit Analysis
Phase One & Two	The HTA Methodology Toolkit

The following slides discuss these three projects that are designed to be modular and can be initiated as soon as funding is secured.

We welcome conversations with partners interested in directly funding a specific, high-leverage workstream to accelerate progress in a key area.

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The Core HTA Data Needs Guide

The Problem: Psychedelic clinical trials frequently fail to collect health economic data (e.g. Quality of Life and resource-use data) that European HTA bodies require, leading to missing data and costly reimbursement delays.

Our Solution: Create a "Core Data Needs Guide", a ready-to-use blueprint for Phase II/III trials. By standardising data collection from day one, we spare developers evidence-gap headaches and give evaluators and payers the information they need.

Key Deliverables

- A concise, practitioner-ready handbook (~40 pages) for Phase II/III trial design
- Standardised eCRF modules for resource-use, productivity loss, and caregiver burden
- Comparator template to help justify control arms to agencies like G-BA, NICE, and ZIN

Impact

Smoother, faster, and more successful HTA reviews across Europe.

Provisional Budget

€60.000

Pan-European Cost-Benefit Analysis

The Problem: No EU-specific framework exists to quantify the full societal and economic value of psychedelic therapies, leaving policymakers without a credible macroeconomic case for investment.

Our Solution: Develop the first open, modular EU Cost-Benefit Analysis (CBA) model for psychedelic therapies. This work will be led by renowned health economist Jamie O'Hara, who is committed to this project.

Key Deliverables

- CBA of psychedelic therapies for 2-4 health areas
- An open, modular CBA framework with scenario dashboards
- A publication-ready report synthesising results, data gaps, and policy implications

Impact

Arms payers and governments with the definitive EU-tailored economic case for reimbursement.

Provisional Budget

€115.000

The HTA Methodology Toolkit

The Problem: HTA bodies lack a shared methodology for assessing drug-plus-psychotherapy combinations. This "methodological minefield" creates uncertainty and inconsistent appraisals.

Our Solution: Convene expert roundtables with regulators, payers, and clinicians to co-create a clear "Retain / Adapt / Innovate" roadmap and a practical toolkit for HTA assessors.

Key Deliverables

- HTA Key Topics Paper (15-20 pages): A consensus position document on how to value rapid onset, durability, and integrated therapy costs
- Practical Toolkit: Checklists, costing worksheets, and bias-handling tips for appraisal teams

Impact

A shared vocabulary and concrete action points, reducing disputes and speeding up assessments.

Provisional Budget

€58.000

The Broken Promise of Gene Therapy in Europe

Groundbreaking science is not enough. Without preparing the system, innovation fails patients.

The Promise

Gene therapies represented a paradigm shift in medicine: one-time, potentially curative treatments for devastating genetic disorders.

Companies like Bluebird Bio brought revolutionary products like Zynteglo to market with regulatory approval from the European Medicines Agency (EMA), offering immense hope to patients with rare diseases.

After EMA authorisation, developers expected HTA and price negotiations, followed by routine patient access.

The Reality

Europe's health systems were not ready. Payers, faced with multi-million Euro upfront costs and uncertain long-term data, struggled to fit these one-time therapies into reimbursement models built for chronic care.

This led to a cascade of failures:

- Inconsistent & Unpredictable Decisions: Each country negotiated separately, leading to a "postcode lottery." A therapy available in one nation was rejected in another, creating deep inequities. There are only 20 cell and gene therapies licensed in Europe. vs. 43 in the U.S.
- Reimbursement Disputes & Market Withdrawals: After failing to secure reimbursement that reflected the therapy's value, Bluebird Bio famously withdrew both Zynteglo and Skysona from the European market. The system rejected the innovation.
- Eroded Investor Confidence: These high-profile failures sent a clear signal: Europe was a commercially unviable market for transformative therapies. This shook investor confidence and led companies to de-prioritize the continent.

This is the future scenario that the RIPE initiative has been created to prevent happening to psychedelic therapies.

Martin Gisby, PhD

Founder and Strategic Advisor, Magnetar Access

Healthcare industry specialist with experience spanning consultancy, biopharma, and innovative start-ups

Provides strategic advisory on market access and commercialisation of innovative therapies across Europe with a particular interest in psychedelic therapies

Past roles include: Head of Market Access - Europe and International for Jazz Pharmaceuticals

Recently co-authored report "Reimbursement Pathways for Psychedelic Therapies in Europe"

MSc in Biological Sciences and PhD in Biotechnology from The University of Manchester, UK

Experience in Product Commercialisation - Europe & Ex-US

Product Development – Examples of disease areas with direct experience

- CNS
  - Major Depressive Disorder (MDD), PTSD, Schizophrenia, Bipolar Disorder, Epilepsy
- Oncology
  - Acute myeloid leukaemia (AML), Acute Lymphoblastic Leukaemia (ALL), Chronic myeloid leukaemia (CML), Prostate Cancer
- Rare diseases
  - Polycystic Kidney disease (PKD), Narcolepsy, Gaucher Disease
- Acute care & Other
  - VOD (post-HSCT), SIADH, Sleep Apnoea

Product Launches – Direct Responsibility for Pricing, Reimbursement and Market Access

- Vyxeos (AML) - Jazz
- Defibrotide (VOD post HSCT) - Jazz
- Erwinase (ALL) - Jazz
- Sunosi (sleep apnoea & narcolepsy) - Jazz
- Samsca (SIADH) - Otsuka
- Jinarc (PKD) - Otsuka

Country Experience for PRMA

- Most European countries
- Canada, Australia, South Korea, Japan, Saudi Arabia, Brazil, Mexico, Colombia, Turkey

Martin Gisby, PhD

linkedin.com/in/martingisby/

Psychedelic-Specific Experience

Recent examples of advisory work

- Completed advisory work with 4 psychedelics developers over last 18 months - across 5 therapeutic areas
- Co-author of 'Reimbursement Pathways for Psychedelic Therapies in Europe', published April 2025
  - First Europe-wide, payer-focused analysis of future reimbursement and access pathways for psychedelics
  - For developers, healthcare professionals, payers, policy makers and patients
  - Available at: psychedelicsandreimbursement.com
- Regular conference speaker / panellist discussing reimbursement of psychedelics and market access challenges
  - Psychedelic Science 2025, Breaking Convention (2025), Mental Health Resilience, Prague (2025), ICPR (2024)

Areas of advisory support and interest

- Regional pricing, reimbursement and market access strategies for assets
  - Indication / market assessments for commercial and reimbursement potential
  - HTA needs and challenges with the psychedelics evidence package
  - National and local implementation challenges and opportunities
  - Contracting and access agreements to support initial market access
- Value proposition development
- Business development in-licensing asset evaluation

Geographical areas of focus

- Europe, UK, Canada, Australia

Lia Mix, LMFT, CPTR

Founder, Delphi

US healthcare system strategist and a pivotal figure in establishing the infrastructure for psychedelic-assisted therapy

Proven track record integrating novel behavioral health treatments into commercial insurance plans

Work has directly resulted in securing coverage for over 20 million people in the US

Combines 15+ years of health insurance system experience with a deep clinical foundation as a licensed therapist

Founder and CEO of Delphi, with certification in Psychedelic Therapies and Research (CPTR)

US Healthcare System & Payer Experience

- Major Insurer Roles – Anthem Blue Cross (2010-2019)
  - As Program Manager for Autism (ASD), developed the strategy for integrating a new, complex behavioral health specialty into one of the largest health insurers in the US
  - Gained deep expertise in clinical policy, benefits administration, network development, and payment integrity for novel treatments
- Key Reimbursement Achievements
  - Work has directly secured insurance coverage for over 20 million covered lives and indirectly influenced the entire US commercial market
  - Successfully designed and launched health insurance products covering psychedelic-assisted therapy

Clinical Foundation

- Qualifications & Credentials
  - Licensed Marriage and Family Therapist (LMFT)
  - Certified in Psychedelic Therapies and Research (CPTR), CIIS
- Clinical Experience
  - Over a decade of direct clinical service in diverse settings, including community mental health, crisis counseling, and private practice
  - Grounded in a deep understanding of patient needs and the realities of therapeutic practice

Lia Mix, LMFT, CPTR

linkedin.com/in/liamix/

Psychedelic-Specific Experience

Company Founding & Leadership

- **Delphi:** Founder & CEO, advising leading nonprofits, for-profits, and government bodies on responsible integration of psychedelic therapies
- **Enthea:** Founder & CEO of the first organization to offer psychedelic-assisted therapy as a workplace benefit covered by health insurance, a landmark achievement in US market access

Ecosystem & Policy Influence

- Has advised and briefed the U.S. Department of Health and Human Services (HHS) on the spectrum of access pathways for psychedelics
- Founding Advisor to the American Psychedelic Practitioner Association (APPA) and the Psychedelic Bar Association
- Featured speaker at leading conferences such as Horizons

Academic & Research Affiliations

- **California Institute of Integral Studies (CIIS):** Adjunct Faculty and Co-founder of the CPTR Alumni Association
- **Psychedelic Research and Training Institute (PRATI):** Director on the Board of Directors

Floris Wolswijk, MSc

Founder, Blossom

Founder of Blossom, Europe's leading psychedelic research intelligence platform

Authored the first pan-European report on reimbursement pathways for psychedelic therapies

Senior PM & EU Lead for Delphi, advising on policy, reimbursement, and health system engagement

Combines data-driven analysis with hands-on experience in psychedelic-assisted coaching

MSc in Industrial & Organisational Psychology from Erasmus University Rotterdam

European Market Access & Intelligence

- Blossom - Psychedelic Insights Platform
  - Built and maintains the most comprehensive open database of psychedelic research (2,200+ papers)
  - Publishes a bi-weekly newsletter on psychedelic science and strategy read by over 3,500 professionals
  - Co-authored the 200-page "Reimbursement Pathways for Psychedelic Therapies in Europe" report (2025), the foundational analysis for the RIPE initiative
- Delphi - European Leadership
  - Leads Delphi's European consultancy efforts, with a primary focus on reimbursement strategy, health policy, and system engagement
  - Advises non-profits, biotech start-ups, and governments on evidence generation and HTA readiness
- OPEN Foundation - ICPR Conference (Volunteer Leadership)
  - Organised and advised on key strategic components of the Interdisciplinary Conference on Psychedelic Research (ICPR) across multiple events (2020-2024)
  - Organized the full 'Business Day' for ICPR 2022, convening industry leaders to discuss the future of the field
  - Advised on the 'Implementation Day' program for ICPR 2024, focusing on real-world clinical and policy challenges
  - Led the digital/tech team for the virtual ICPR 2020

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Floris Wolswijk, MSc

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U.S. Policy & Strategy Engagement (via Delphi)

High-Level Stakeholder Briefings

- Provided guidance and ecosystem analysis to U.S. government stakeholders, including the Department of Health and Human Services (HHS), on access pathways
- Advised international drug developers on navigating the US market, providing a transatlantic perspective on reimbursement and policy challenges

Psychedelic-Assisted Coaching (FLO Coaching)

Grounded Clinical Application

- Provides 1-on-1 psychedelic-assisted coaching sessions using legal psilocybin truffles in the Netherlands
- Applies a structured approach based on Acceptance and Commitment Therapy (ACT) with a focus on preparation, dosing, and integration
- Offers a practical, "on-the-ground" understanding of the therapeutic process that informs high-level strategy

RIPE mission focus

Our Strategic Focus is on Bridging a Critical Gap

Drug Developers

Scope: Myopic & Product-Specific

Primary Goal: Secure regulatory approval for a single therapy.

Method: Internal R&D and regulatory engagement.

Timeline: Short-term (to approval).

Key Risk: Can't build the neutral, system-wide infrastructure needed for access.

RIPE

Scope: Targeted & System-Focused

Primary Goal: Achieve reimbursement readiness for all approved therapies.

Method: Deliver fixed, focused projects and open-source tools.

Timeline: Mid-term (1-3 years) for tangible outputs.

Our Value: We build the practical, neutral tools that allow approved drugs to navigate complex laws and reach patients.

Broad Alliances / Lobbyists

Scope: Pan-Systemic & Political

Primary Goal: Long-term legislative change (e.g., rescheduling, HTA modification).

Method: General advocacy, consensus-building, government relations.

Timeline: Long-term (5-10+ years) for policy shifts.

Key Risk: Can be too slow and general to solve near-term, technical reimbursement hurdles.

RIPE mission focus

What We Do & What We Don't

What We DO

Focus on Regulatory-Approved Therapies: Regulatory approval is a milestone, not the finish line. Our mission is to solve the reimbursement hurdles that come next.

Build Tailored Reimbursement Frameworks: We create the specific health economic models and payment pathways needed for payers.

Deliver Fixed, Focused Projects: We produce tangible, time-bound deliverables like toolkits, models, and guides.

Support Equitable Systemic Access: Our ultimate goal is to create pathways that enable fair access for patients within the healthcare system.

What We DO NOT DO

Advocate for Rescheduling or Legalisation: This vital work is the focus of other dedicated organisations.

Become a General Lobbying Organisation: Our focus is on technical solutions, not open-ended political advocacy.

Develop or Promote Any Single Therapy: We are neutral, non-commercial, and our work is designed to benefit the entire class of therapies.

Focus on Unregulated or Alternative Access: Our expertise is navigating and preparing the formal, regulated healthcare systems.

Our disciplined focus on a specific set of technical problems is our greatest strength. It ensures we can deliver tangible, high-impact results that benefit the entire ecosystem.