
From: Jane Wright
Sent: Sunday, 4 December 2022 6:40 pm
To: Media
Subject: RE: Wrap-up

You could add – there are a few tweaks we will make with media for tomorrow, in particular that we have a provisional contract that still needs to be approved....

I think still go out tonight

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

From: Media <media@pharmac.govt.nz>
Sent: Sunday, 4 December 2022 6:39 pm
To: Jane Wright <[REDACTED]>
Subject: Wrap-up

Good evening, here are the links to the coverage on Trikafta so far.

- Newshub [Pharmac signs deal to fund life-saving cystic fibrosis drug Trikafta](#)
- TVNZ - ['Life-Changing' drug on the way for Cystic Fibrosis sufferers](#)
- Stuff - ['Historic moment' as Pharmac strikes deal to fund cystic drug Trikafta](#)
- NZ Herald - [Cystic fibrosis: Pharmac reaches provisional agreement with Vertex to fund Trikafta](#)
- Newstalk ZB - [news bulletin](#)
- SunLive - [Christmas miracle for cystic fibrosis community - The Bay's News First](#)

A huge amount of positive coverage on social media across Twitter and Facebook, to many to share! CFNZ are going live on Facebook at 7:00pm.

We'll send another wrap-up following the morning coverage.

Ngā mihi,
Rosa

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

Te Pātaka Whaioranga - Pharmac | Level 9, 40 Mercer Street, Wellington
www.pharmac.govt.nz

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

From: Peter Alsop
Sent: Monday, 5 December 2022 8:45 am
To: Rosa Bach; Jane Wright
Cc: Jannel Fisher
Subject: RE: Trikafta wrap-up

Mōrena korua
Great coverage
Thx for all the mahi on this awesome announcement
Pete

From: Media <media@pharmac.govt.nz>
Sent: Rāhina, 05 Hakihea, 2022 8:37 a.m.
To: Communications Team <[REDACTED]>; Senior Leadership Team <[REDACTED]>
Cc: Geraldine MacGibbon <[REDACTED]>; Logan Heyes <[REDACTED]>; Alex Chippy Compton <[REDACTED]>
Subject: RE: Trikafta wrap-up

Hello, here is the additional coverage from this morning:

- AM show 6:00am [news bulletin](#)
- AM show 7:05am [interview with CF patient](#)
- Breakfast 6:00am [news bulletin](#)
- Newstalk ZB 5:15am – [Interview with Lisa Burns](#)
- Newstalk ZB 7:40am – [interview with Lisa Williams](#)
- RNZ 6:40am [interview with Lisa Burns](#)
- RNZ 8:00am [news bulletin](#)
- RNZ 8:10am – [interview with Ed Lee](#)
- Today FM 5:45am – [commentary about announcement](#)
- Today FM 6:05am – [interview with Minister Little](#)
- TVNZ Breakfast 7:05am – [interview with Lisa Williams and CF patient](#)

Ngā mihi,
Rosa

Rosa Bach | Communications Advisor, media and social media

From: Media
Sent: Monday, 5 December 2022 6:11 am
To: Communications Team <[REDACTED]>; Senior Leadership Team <[REDACTED]>; Alex Chippy Compton <[REDACTED]>
Cc: David Cormack <[REDACTED]>; Tasmin Prichard <[REDACTED]>
Subject: Trikafta wrap-up

Good morning, here are the links to the coverage on Trikafta from last night and from papers this morning. There are a few tweaks we will make with media for today, in particular that we have a provisional contract that still needs to be approved.

- Newshub [Pharmac signs deal to fund life-saving cystic fibrosis drug Trikafta](#)

- TVNZ - ['Life-Changing' drug on the way for Cystic Fibrosis sufferers](#)
- Stuff - ['Historic moment' as Pharmac strikes deal to fund cystic drug Trikafta](#)
- NZ Herald - [Cystic fibrosis: Pharmac reaches provisional agreement with Vertex to fund Trikafta](#)
- RNZ online - [Pharmac to fund life-extending drug Trikafta for those with cystic fibrosis](#)
- Newstalk ZB - [news bulletin](#)
- SunLive - [Christmas miracle for cystic fibrosis community - The Bay's News First](#)
- Minister Little's PR [Govt's medicines boost paying off for New Zealanders](#)
- 11 newspaper stories using content above

A huge amount of positive coverage on social media across Twitter and Facebook.

I'll send another wrap-up after the coverage this morning.

Ngā mihi,
Rosa

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

Te Pātaka Whaioranga - Pharmac | Level 9, 40 Mercer Street, Wellington
www.pharmac.govt.nz

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

From: Peter Alsop
Sent: Monday, 5 December 2022 9:03 am
To: Jane Wright
Subject: RE: If you haven't seen (gag order)

Awesome sentiment

From: Jane Wright <[REDACTED]>
Sent: Rāhina, 05 Hakihea, 2022 9:01 a.m.
To: Peter Alsop <[REDACTED]>; Sarah Fitt <[REDACTED]>; Jannel Fisher <[REDACTED]>
Subject: RE: If you haven't seen (gag order)

Yes seen.

Meanwhile some consultation feedback – "It has also renewed my faith in institutions, especially the fact that people at pharmac appeared very happy that this decision has been made. I had lost almost all hope but now I have it back"

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

From: Peter Alsop <[REDACTED]>
Sent: Monday, 5 December 2022 8:49 am
To: Sarah Fitt <[REDACTED]>; Jannel Fisher <[REDACTED]>; Jane Wright <[REDACTED]>
Subject: If you haven't seen (gag order)

<https://www.todayfm.co.nz/home/national/2022/12/health-minister-andrew-little-says-he-will-look-into-pharmacs-today-fm-gag-order.html>

Peter Alsop ([he/him](#)) | Director Engagement & Implementation

PHARMAC | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
DDI: [REDACTED] | www.pharmac.govt.nz

From: Sarah Fitt
Sent: Monday, 5 December 2022 10:38 am
To: Jane Wright
Subject: RE: If you haven't seen (gag order)

I am free between 12 and 330

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington
DDI: [REDACTED] | P: [REDACTED] | M: [REDACTED] | www.pharmac.govt.nz

From: Jane Wright <[REDACTED]>
Sent: Monday, 5 December 2022 10:37 am
To: Sarah Fitt <[REDACTED]>
Subject: RE: If you haven't seen (gag order)

Agreed. Already working on this with David, but really happy to get in a room! When is good for you?

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

From: Sarah Fitt <[REDACTED]>
Sent: Monday, 5 December 2022 10:35 am
To: Jane Wright <[REDACTED]>
Subject: RE: If you haven't seen (gag order)

Should we have a catch up about this today with David. I think we need to get something back to them today

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington
DDI: [REDACTED] | P: [REDACTED] | M: [REDACTED] | www.pharmac.govt.nz

From: Jane Wright <[REDACTED]>
Sent: Monday, 5 December 2022 9:01 am
To: Peter Alsop <[REDACTED]>; Sarah Fitt <[REDACTED]>; Jannel Fisher <[REDACTED]>
Subject: RE: If you haven't seen (gag order)

Yes seen.

Meanwhile some consultation feedback – "It has also renewed my faith in institutions, especially the fact that people at pharmac appeared very happy that this decision has been made. I had lost almost all hope but now I have it back"

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

From: Peter Alsop <[REDACTED]>
Sent: Monday, 5 December 2022 8:49 am
To: Sarah Fitt <[REDACTED]>; Jannel Fisher <[REDACTED]>; Jane Wright <[REDACTED]>
Subject: If you haven't seen (gag order)

<https://www.todayfm.co.nz/home/national/2022/12/health-minister-andrew-little-says-he-will-look-into-pharmacs-today-fm-gag-order.html>

Peter Alsop ([he/him](#)) | Director Engagement & Implementation

PHARMAC | Te Pātaka Whaioranga | PO Box 10 254 | Level 9, 40 Mercer Street, Wellington
DDI: [REDACTED] | www.pharmac.govt.nz

From: Anais Trinel <[REDACTED]>
Sent: Monday, 5 December 2022 11:49 am
To: Jannel Fisher; Jane Wright; Rosa Bach
Cc: Colyn Clyne
Subject: Coverage Report - Trikafta/Cystic Fibrosis funding

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

Kia ora everyone,

I hope you had a lovely weekend.

We have seen quite a lot of media coverage since yesterday on the Trikafta funding announcement so we have gathered all clips into a couple reports below -

[Coverage Report](#)
[Analytics Report](#)

Please let us know if there is anything else we could do to help you report on this announcement. Happy to send an updated report tomorrow and activate extra alerts on your portal if need be.

Ngā mihi,

Anais Trinel

Client Solutions Executive

t. [REDACTED]

a. Level 2, Eden 1, Eden Business Park, 18 Normanby Road, Mt Eden, Auckland

[Read the report via the link](#)



From: Sabrina Barbic <[REDACTED]>
Sent: Wednesday, 7 December 2022 5:48 pm
To: Sarah Fitt
Subject: Re: Rachel Smalley interview

Thanks Sarah

Get [Outlook for iOS](#)

From: Sarah Fitt <[REDACTED]>
Sent: Wednesday, December 7, 2022 1:18:59 PM
To: Sabrina Barbic <[REDACTED]>
Subject: RE: Rachel Smalley interview

CAUTION: This email originated from outside of Vertex. Do not open links or attachments unless you know the sender and believe it is safe. If you suspect that this email is a potentially malicious email, **please click on the Report Phish button.**

Thanks Sabrina,

[REDACTED]

[REDACTED]

[REDACTED]

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington
DDI: [REDACTED] | P: 0800 660 050 | M: [REDACTED] | www.pharmac.govt.nz

From: Sabrina Barbic <[REDACTED]>
Sent: Wednesday, 7 December 2022 2:43 PM
To: Sarah Fitt <[REDACTED]>
Subject: RE: Rachel Smalley interview

Hi Sarah,

Touching base again post announcement. We are humbled by the patients' response to the provisional agreement. Following the first interview, subsequent Rachel Smalley interviews [REDACTED]

This is incredibly important to us and would be interested in your thoughts on this topic.

All the best

Sabrina

From: Sarah Fitt <[REDACTED]>
Sent: Friday, 2 December 2022 16:41
To: Sabrina Barbic <[REDACTED]>
Subject: RE: Rachel Smalley interview

CAUTION: This email originated from outside of Vertex. Do not open links or attachments unless you know the sender and believe it is safe. If you suspect that this email is a potentially malicious email, **please click on the Report Phish button.**

Thanks Sabrina

It is extremely disappointing that Rachel broken the embargo and I am currently taking it up with the head of her company and have requested that they take down the story from their social media and websites. Other outlets have, so far, respected the embargo and at this point we will continue with our plan for a release on Sunday at 6pm.

I will let you know if there is any change over the weekend

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington
DDI: [REDACTED] | P: 0800 660 050 | M: [REDACTED] | www.pharmac.govt.nz

From: Sabrina Barbic <[REDACTED]>
Sent: Friday, 2 December 2022 5:58 PM
To: Sarah Fitt <[REDACTED]>
Subject: Rachel Smalley interview

Hi Sarah,

I appreciate you are dealing with a lot today given the information out there on the Trikafta announcement. I had the chance to listen to the Rachel Smalley interview [REDACTED]. Once again, as discussed last night, we are following your lead on this and have our plans mirrored to your on Sunday. If anything changes please let us know.

All the best

Sabrina

Pronouns: she/her/hers
Sabrina Barbic
Senior Country Manager

Vertex Pharmaceuticals (ANZ) Pty Ltd

Suite 3, Level 3
601 Pacific Hwy
St Leonard's, NSW 2065
Australia
Mobile: [REDACTED]
Email: [REDACTED]



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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This email message and any attachments are confidential and intended for use by the addressee(s) only. If you are not the intended recipient, please notify me immediately by replying to this message, and destroy all copies of this message and any attachments. Thank you.

From: Jane Wright
Sent: Wednesday, 7 December 2022 7:46 pm
To: Lisa Williams
Subject: FW: PR for fact checking

Apologies for the lateness in sending this through! Are you able to take a look at?

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

From: Adelia Hallett <[REDACTED]>
Sent: Wednesday, 7 December 2022 7:40 pm
To: Jane Wright <[REDACTED]>
Cc: Anna Gillies <[REDACTED]>
Subject: PR for fact checking

Hon Andrew Little

Minister of Health

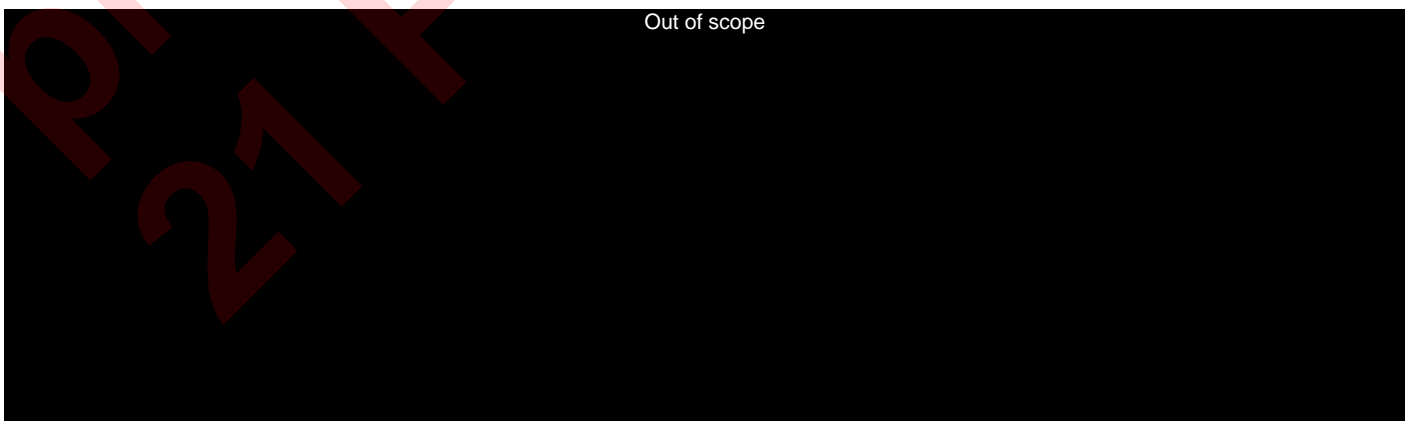


8 December 2022 - **DRAFT**

**PĀNUI PĀPĀHO
MEDIA STATEMENT**

More medicines for more New Zealanders

Out of scope

A large black rectangular redaction box covering the majority of the page content below the headline.

“Coming on top of Pharmac’s announcement on Sunday that it intends to fund Trikafta for people with cystic fibrosis, this is real evidence that the extra money we’re putting into the health system and into medicines is paying real dividends for people with rare diseases.

For further information contact: Adelia Hallett [REDACTED]

Ngā mihi

Adelia Hallett

Senior Press Secretary to Hon Andrew Little MP

DDI [REDACTED] | Mobile [REDACTED] | Email [REDACTED]

Office of Hon Andrew Little MP, Minister of Health, Lead Coordination Minister for the Government's Response to The Royal Commission's Report into the Terrorist Attack on the Christchurch Mosques, Minister for Treaty of Waitangi Negotiations, Minister Responsible for the NZSIS, Minister Responsible for the GCSB, Minister Responsible for Pike River Re-entry Reception +64 4 817 8707 | Ministerial Email a.little@ministers.govt.nz | Web beehive.govt.nz | Postal Freepost Parliament, Private Bag 18 041, Parliament Buildings, Wellington 6160, New Zealand



Please note information about meetings related to the Ministers' portfolios will be proactively released (this does not include personal or constituency matters). For each meeting in scope, the summary would list: date, time (start and finish), brief description, location, who the meeting was with, and the portfolio. If you attend a meeting with the Minister on behalf of an organisation, the name of the organisation will be released. If you are a senior staff member at an organisation, or meet with the Minister in your personal capacity, your name may also be released. The location of the meeting will be released, unless it is a private residence. The proactive release will be consistent with the provisions in the Official Information Act, including privacy considerations. Under the Privacy Act 1993 you have the right to ask for a copy of any personal information we hold about you, and to ask for it to be corrected if you think it is wrong. If you'd like to ask for a copy of your information, or to have it corrected, or are concerned about the release of your information in the meeting disclosure, please contact the sender. You can read more about the proactive release policy at <https://www.dia.govt.nz/Proactive-Releases#MS>

Authorised by Hon Andrew Little MP, Parliament Buildings, Wellington 6160, New Zealand

From: Lisa Williams
Sent: Wednesday, 7 December 2022 8:10 pm
To: Jane Wright
Subject: comments
Attachments: 2022-12-07 Mins media release LW comments.docx

Lisa Williams ([she/her](#)) | Director of Operations

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

More medicines for more New Zealanders

Out of scope

“Coming on top of Pharmac’s ~~announcement recent consultation on Sunday that it intends has a provisional contract on a proposal~~ to fund Trikafta for people with cystic fibrosis, this is real evidence that the extra money we’re putting into the health system ~~and into medicines~~ is paying real dividends for people with rare diseases.

Out of scope

From: Jane Wright
Sent: Wednesday, 7 December 2022 8:39 pm
To: Adelia Hallett
Subject: 2022-12-07 Mins media release LW comments
Attachments: 2022-12-07 Mins media release LW comments.docx

Sorry it was in my outbox - Here you are!

proactive release
21 February 2023

More medicines for more New Zealanders

Out of scope

“Coming on top of Pharmac’s ~~announcement recent consultation on Sunday that it intends has a provisional contract on a proposal~~ to fund Trikafta for people with cystic fibrosis, this is real evidence that the extra money we’re putting into the health system ~~and into medicines~~ is paying real dividends for people with rare diseases.

Out of scope

Pharmac weekly key messages

Updated Thursday 8 December 2022

The purpose of this document is to provide high-level key messages on current issues and potential or ongoing issues that may get media coverage. More details on each of these issues are available from the communications team if needed.

If an issue has not been in the media for the last two weeks or is no longer a potential issue, the key messages related to it will be removed. Removed messages can still be found in the Objective key messages folder.

Overarching key messages

- We empathise with all New Zealanders who are unwell and their whānau who support them. Hearing how medicines impact the lives of New Zealanders is really important in helping us understand what medicines we should be funding.
- We would love to be able to fund every medicine for every condition but unfortunately that's not realistic. The budget increase we got this year is the largest in our history and allowed us to fund more medicines.
- While it is ultimately our role to decide which medicines are publicly funded, we work with external experts when making these difficult decisions. We're guided by robust evidence and the expertise of clinicians and the healthcare sector, and wider public.
- We take our decision-making responsibility seriously – we all have friends, families and whānau affected by health issues.
- Every dollar we get in the pharmaceutical budget we spend on medicines, vaccines and devices.
- All Pharmac staff are motivated to fund as many products as we can to achieve the best health outcomes for New Zealanders.

Funding decisions

So far, this financial year (1 July 2022 - 30 June 2023), Pharmac has made 38 new investments:

- The Combined Pharmaceutical Budget (CPB) has funded 14 new treatments and widened access to 18 medicines.
- The COVID-19 Recovery & Relief Fund (CRRF) has funded 1 new COVID-19 treatment, 2 treatments for conditions related indirectly to COVID-19 and widened access to 3 treatments.

Key issues overview

- Trikafta
- Bulk notifications
- Clarity between consultations and notifications
- Review response update
- Paediatric cancer discussion paper

Key messages

Trikafta consultation

Background

On 4 December Pharmac announced the consultation for the funding of Trikafta. Most media outlets covered this due to the high level of public interest.

Communications approach

We released a media release with Lisa Williams as our spokesperson.

Main message

- Te Pātaka Whaioranga – Pharmac has reached a provisional agreement with medicine supplier Vertex to fund Trikafta for people aged 6 years and above with cystic fibrosis who meet certain eligibility criteria.

Core messages

- Trikafta is the brand name for elexacaftor with tezacaftor and ivacaftor. It is a tablet, taken twice a day.
- We received an application to fund Trikafta in July 2021, and it was added to our options for investment list in October 2021. Just over a year later, we are a step closer to funding it.
- 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.
- Trikafta could give people with cystic fibrosis up to 27 more years at full health, when compared with supportive care.
- Funding Trikafta would significantly reduce the impact of the condition on people with cystic fibrosis, their whānau and communities.
- The evidence is clear that Trikafta can benefit people with cystic fibrosis, so we have started consultation on a proposal to fund it.
- Funding of Trikafta is proposed to start 1 April 2023.
- There are more than 360 people in New Zealand who would be eligible for funded treatment under the proposed criteria.

Out of scope

Out of scope

Clarity between consultation and notifications

Background

Following the release of the Trikafta consultation there has been some confusion around what language we use at different phases of the funding process.

Communications approach

We have included this messaging at the bottom of our recent media release to support clarity in future communications, and will continue to use that in all media releases on where the funding application process is discussed.

Main messages

- We understand that our processes are very specific to our work so we we're trying to clarify the language and funding process stages with media.
- We share information with media to help spread awareness of our activities and decisions to the wider public. Before public release of information, Pharmac shares information to stakeholders who will be impacted by announcements.

Core messages - Prioritisation

- Once Pharmac has received clinical advice and decided a medicine or related product is something we would like to fund we ranked it on our options for investment list (OFI). We publish our prioritisation lists on our website (in alphabetical order) and we have started making regular announcements about significant changes to the OFI.
- We use an evidence-based approach to prioritise the options using our factors for consideration, which require us to look at health need, health benefits, suitability and costs & savings.

Core messages - Consultation

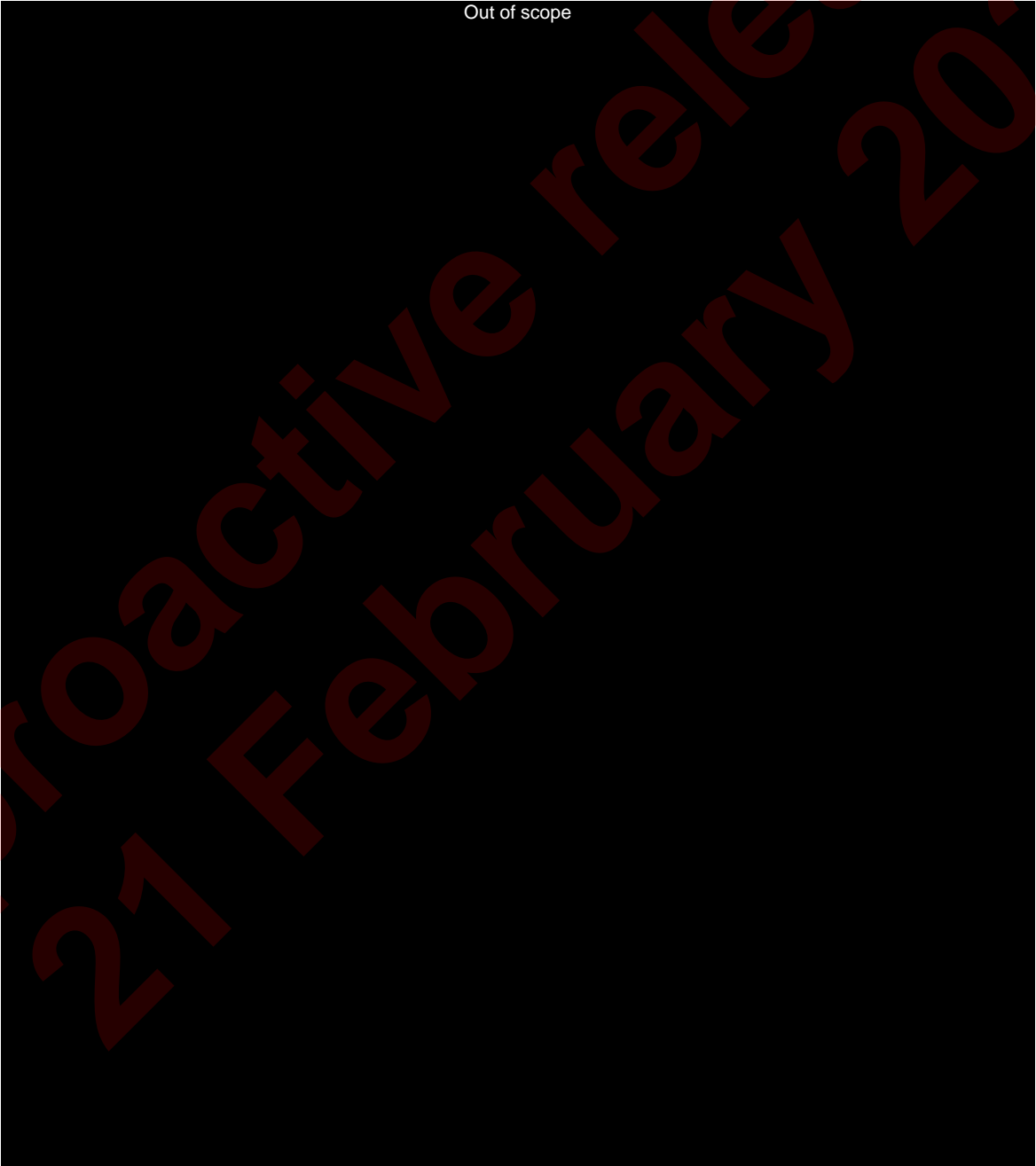
- Consultation occurs after we have reached a provisional agreement with the supplier which is conditional on public feedback and a Board (or its delegate) decision. At this time the funding for the medicine, medical device vaccine or related product has not been approved.
- We publish consultations on our website and send them directly to interested stakeholders who have subscribed to receive them. We also announce them to the media as a way of ensuring that those who are not directly connected with us, but might be affected by the proposal, can be made aware.

- During consultation we ask New Zealanders what they think about our proposal to fund the product, the eligibility criteria, the timing and any support required to implement the decision. We work with the supplier and health sector to consider whether changes are appropriate following consideration of the feedback received.

Core messages - Notification

- Once a final decision has been made on the proposal to fund the product, we will notify the public about this. If the funding is approved, there is always a period between notifying the public of the decision and commencement of funding, as the health sector generally needs time to prepare for implementation, for instance service planning and set up and ensuring sufficient stock is available in New Zealand to meet demand.

Out of scope



Out of scope

Out of scope

From: Media
Sent: Thursday, 8 December 2022 8:12 am
To: Lisa Williams; Sarah Fitt
Cc: Jannel Fisher; Jane Wright; David Cormack
Subject: FW: Media wrap-up

At the start of the TVNZ interview they mentioned that they'd asked us to come on, but that instead we provided a statement. I think this was good to get it out the way before the rest of the chat with FT which was balanced (and long, about 6-7mins!).

"Pharmac has been called up in a row with segments of our media about how they handled the release of news around the funding of the cystic fibrosis treatment Trikafta. We asked Pharmac for an interview to clarify what we believe is a question of transparency and accountability They declined but offered a statement indicating they were moving on from the matter. It's disappointing, but there is some incredibly good news this morning."

Ngā mihi,
Rosa

Rosa Bach | Communications Advisor, media and social media

From: Media
Sent: Thursday, 8 December 2022 8:07 am
To: Senior Leadership Team <[REDACTED]>; Communications Team <[REDACTED]>
Cc: Caroline De Luca <[REDACTED]>; Andrew Oliver <[REDACTED]>; Emma Clarke <[REDACTED]>; Alex Chippy Compton <[REDACTED]>
Subject: Media wrap-up

Good morning, here is a wrap-up of the content this morning. Lisa is currently chatting with TVNZ for their news bulletins throughout the day.

- TV
- TVNZ Breakfast – [news bulletin](#)
 - TVNZ Breakfast – [interview with Fiona T](#)
 - AM show – [news bulletin](#)
- Radio
- Today FM – [RS commentary + recording from Fiona T](#)
 - Today FM – [TB interview with Mins Little](#)
 - RNZ – [news bulletin](#)
- Online
- Newshub online - [Pharmac announces funding for two new medicines, extends access to another](#)
 - NZ Herald - [Pharmac to fund medicine for a rare genetic disorder for the first time in New Zealand](#)
 - Stuff - [Family 'ecstatic' after Pharmac announces funding for life-changing drug](#)
 - NZ Doctor – shared in full
 -
- Newspapers
- Dominion Post - [Family 'ecstatic' that girl will get life-changing drug](#)
 - Ashburton Guardian - [Pharmac decision 'disappointing'](#)

Positive stories on the consult for Trikafta continue to roll out in newspapers and online too.

Ngā mihi,
Rosa

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

Te Pātaka Whaioranga - Pharmac | Level 9, 40 Mercer Street, Wellington
www.pharmac.govt.nz

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

proactive release
21 February 2023

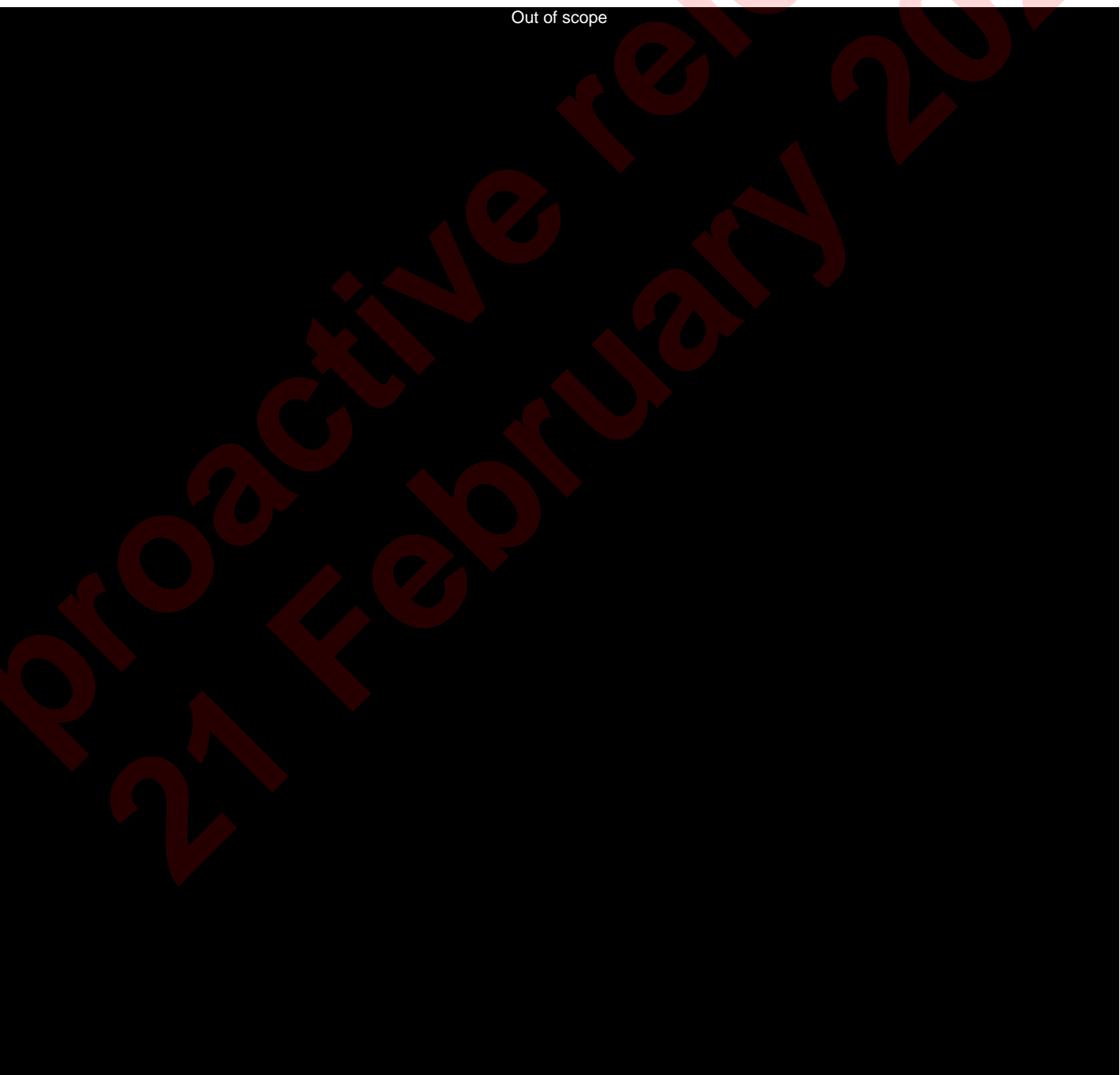
From: Rosh Ratnayake on behalf of Lisa Williams
Sent: Thursday, 8 December 2022 3:38 pm
To: Rosh Ratnayake
Subject: 2022-12-08 Pharmac Weekly Update to Te Whatu Ora Hospital Chief Pharmacists- Oxytocin 10 iu per mL update, Citalopram 20 mg, COVID-19 medicines, Propose-fund Trikafta, Fund nusinersen, Fund oral vinorelbine, Meningococcal B vaccine and Shingles vaccine



Dear colleagues

2022-12-08 Pharmac Weekly Update to Te Whatu Ora Hospital Chief Pharmacists

Out of scope

A large black rectangular area covers the majority of the page, indicating that the content has been redacted. A diagonal watermark is visible across the redacted area.

Consultation: proposal to fund Trikafta for people with cystic fibrosis aged 6 years and above

We are pleased to announce that we are proposing to fund elexacaftor with tezacaftor and ivacaftor (brand name Trikafta) for people with cystic fibrosis aged 6 years and above who meet certain eligibility criteria. Please follow [this link](#) to the consultation on our website.

We are proposing listing as 'PCT only' so all dispensing would need to occur via Te Whatu Ora hospitals.

We welcome feedback on this proposal. To provide feedback, please submit it in writing by 5 pm, Monday 16 January 2023 to consult@pharmac.govt.nz.

Out of scope

Warmest
Lisa

Lisa Williams (she/her) | Director of Operations

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

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

proactive release
21 February 2023

From: Jane Wright
Sent: Friday, 9 December 2022 3:50 pm
To: Sarah Fitt; Rosa Bach
Subject: RE: Media embargo broken today

No worries!

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

From: Sarah Fitt <[REDACTED]>
Sent: Friday, 9 December 2022 3:47 pm
To: Jane Wright <[REDACTED]>; Rosa Bach <[REDACTED]>
Subject: FW: Media embargo broken today

FYI – sorry I should have shared this with your earlier. I have heard nothing back since

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington
DDI: [REDACTED] | P: 0800 660 050 | M: [REDACTED] | www.pharmac.govt.nz

From: Sarah Fitt
Sent: Monday, 5 December 2022 4:40 PM
To: Dallas Gurney <[REDACTED]>
Cc: Cam Wallace <[REDACTED]>
Subject: RE: Media embargo broken today

Dallas

We asked Lloyd not to go with the information he had received that we were going to announce the funding of Trikafta as that was incorrect and we wanted to tell the patient groups first about the consultation on the proposal to fund it.

Rachel tweeted at 4pm we were going to fund the medicine when we were literally in the midst of talking to the various advocacy groups about the proposal to fund it.

What we issued on Sunday evening was the consultation on a proposal to fund the medicine which will go to the Pharmac Board to make the actual decision to fund it.

The other outlets we spoke too had also received the info from other sources but all agreed to stick to the embargo, that's all we were asking for. Totally your team's call to ignore the request.

As I said we will share all our standard communications and media releases with your team but won't be available for interviews this week ie to COB Friday.

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington
DDI: [REDACTED] | P: [REDACTED] | M: [REDACTED] | www.pharmac.govt.nz

From: Dallas Gurney <[REDACTED]>
Sent: Monday, 5 December 2022 3:56 pm
To: Sarah Fitt <[REDACTED]>
Cc: Cam Wallace <[REDACTED]>
Subject: Re: Media embargo broken today

Hi Sarah

What is the penalty for? We believe there is no reason to penalise MediaWorks for the reasons already outlined in my previous email.

I was also disappointed to hear that on Friday your team claimed the information we had received was incorrect - we were literally told we would break people with CF's heart - only for our sources to be proven correct in Sunday night's story on NewsHub.

While I can't speak for other news outlets, I have spoken to other newsroom leaders about this today and would be very surprised if any mainstream news outlet would kill or delay a story on request from any organisation after having stacked the story up via their own sources, save - perhaps - reasons of national security.

It is ultimately your call when to engage with MediaWorks again, but our position is that a ban is not fair or justified.

I would appreciate you letting me know what day the ban will lapse, i.e. whether that is a week from Friday or from today.

Regards
Dallas Gurney.

On Mon, 5 Dec 2022 at 15:03, Sarah Fitt <[REDACTED]> wrote:

Hi Dallas,

Thank you for your prompt response.

We had the embargo in place because there were a number of patient advocacy groups we hadn't yet told when TodayFM made the announcement on Friday. We weren't able to engage with those patient groups until we had a signed provisional agreement from the supplier and we wanted to give them time to process the news and prepare any media and social media material before it was in the media.

While we did share the embargoed media release with Newshub, we also shared it with TVNZ, Stuff, NZME, Otago Daily Times and RNZ. We would have also shared it with Mediaworks if they had agreed to the embargo.

All of the other outlets we had engaged with honoured the embargo, even after seeing that TodayFM had reported.

We were disappointed in Rachel's piece online today. Pharmac has not gagged anyone. We certainly did not gag all of media except Newshub, that is simply not true.

We have previously shared embargoed media releases with Today FM – the most recent one being the consultation on funding of Spinraza – and would very much like to think we could do so again.

We are proposing a stand down of one week between Pharmac and MediaWorks. During this week you will continue to receive all our standard communications and media releases, however we will not put anyone up for interviews.

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington

DDI: [REDACTED] | P: [REDACTED] | M: [REDACTED] | www.pharmac.govt.nz

From: Dallas Gurney <[REDACTED]>
Sent: Saturday, 3 December 2022 6:50 am
To: Sarah Fitt <[REDACTED]>

Cc: Cam Wallace <[REDACTED]>
Subject: Re: FW: Media embargo broken today

Hi Sarah

Thanks for the email.

My understanding is Lloyd and Rachel received the information from at least four sources who chose to speak to us directly. The Pharmac PR team were then contacted for a response to the information we had received.

Upon contacting Pharmac, Lloyd was told he would be provided with information regarding the announcement you had planned, but only on the condition he adhere to an embargo.

Lloyd elected not to receive information under embargo from Pharmac given we would then be bound by it and, in his view and that of our senior editorial team, we already had enough information from sources to run the story.

Publishers cannot be bound by an embargo when we have received the information already from other sources. We did not breach any embargo.

The actions of Lloyd and Rachel here are entirely within the bounds of normal journalistic practice.

If there are specific parts of the online article which are incorrect, we will have them corrected. Please advise which aspects are wrong and we will update the story and/or add in any comment you provide disputing any statement.

I am disappointed you will not to appear in interviews or provide us with any information in the future given, in my view, the handling of this story was entirely reasonable.

If you can clarify the duration and specific reason for this ban, which is unusual for a Government entity, it would be appreciated.

Should you wish to make a formal complaint about this matter through our Complaints Committee and the Broadcasting Standards Authority process, you are of course welcome to do so.

Regards

Dallas Gurney

Director of News & Talk

On Fri, 2 Dec 2022 at 7:18 PM Sarah Fitt <[REDACTED]> wrote:

Hi Dallas

I got an out of office from Cam and wonder if you can help here as a matter of priority.

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, [40 Mercer Street, Wellington](#)

DDI: [REDACTED] | P: 0800 660 050 | M: [REDACTED] | www.pharmac.govt.nz

From: Sarah Fitt

Sent: Friday, 2 December 2022 6:37 PM

To: [REDACTED] <[REDACTED]>

Subject: Media embargo broken today

Importance: High

Dear Cam

Today Lloyd Burr and Rachel Smalley knowingly broke a very sensitive embargo around a consultation on the funding of a new medicine for cystic fibrosis.

Lloyd became aware of an announcement we are making at 6pm on Sunday evening. He emailed our media inbox asking for an interview about it for his drive show.

Our media advisor, Jane, rang him to tell him that the information he had was incorrect and embargoed. She offered to send him the correct information but he would need to honour the embargo. He refused, saying he wasn't interested in our embargoes.

We also spoke to his EP, Lydia. She agreed to water down what was being said to say that Pharmac was making an announcement on Sunday at 6pm. While we thought this was an improvement, Lloyd then interviewed Rachel Smalley as the two "speculated" on air in a breach of our embargo. Rachel also did this tweet: https://twitter.com/Rachel_Smalley/status/1598513025816104960 and the story is now running as a lead article on many of your company websites. I would also note at this exact time we were talking to key patient groups to give them the correct information.

We take these sorts of breaches very seriously. TodayFM knew this sensitive information was under embargo and chose to announce it anyway.

I cannot express how disappointed I am in your network. As a consequence Pharmac will not be providing information, nor interviews, to TodayFM, or any other MediaWorks station, until we feel we can trust you again.

We know that Rachel has had an adversarial relationship with us, but we had been making efforts with her recently, including a face to face meeting with me in Auckland recently and so we're very disappointed with the events of today.

Please acknowledge receipt of this email, and I look forward to hearing from you. I am contactable over the weekend on [REDACTED] and would request that the story is taken down from your company websites till Sunday at 6pm

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, [40 Mercer Street, Wellington](#)

DDI: [REDACTED] | P: 0800 660 050 | M: [REDACTED] | www.pharmac.govt.nz

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--

DALLAS GURNEY HE/HIM **DIRECTOR OF NEWS & TALK**

EXEC MEDIAWORKS **MOBILE** [REDACTED]



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Thank you.

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Thank you.

From: David Cormack <[REDACTED]>
Sent: Friday, 2 December 2022 6:45 pm
To: Sarah Fitt
Cc: Jane Wright
Subject: Re: FW: Media embargo broken today

Nice job. Let us know if you hear back.

On Fri, 2 Dec 2022, 6:42 pm Sarah Fitt, <[REDACTED]> wrote:

Done

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington

DDI: [REDACTED] | P: 0800 660 050 | M: [REDACTED] | www.pharmac.govt.nz

From: Sarah Fitt
Sent: Friday, 2 December 2022 6:37 PM
To: [REDACTED] <[REDACTED]>
Subject: Media embargo broken today
Importance: High

Dear Cam

From: Jane Wright
Sent: Monday, 5 December 2022 2:31 pm
To: Sarah Fitt
Subject: Document3 - Compatibility Mode
Attachments: Document3 - Compatibility Mode.docx

David's words with a few changes from me, including adding in about Spinraza See what you think.

proactive release
21 February 2023

Dear Dallas,

Thank you for your prompt response.

We had the embargo in place because there were a number of patient advocacy groups we hadn't yet told when TodayFM announced it. We weren't able to engage with those groups until we had a signed contract, and we wanted to give them time to process the news and prepare any media and social media material before it was in the media.

While we did share the embargoed media release with Newshub, we also shared it with TVNZ, Stuff, NZME, Otago Daily Times and RNZ. We would have also shared it with Mediaworks if they had agreed to the embargo. All of the other outlets we had engaged with honoured the embargo, even after seeing that TodayFM had reported.

We were disappointed in Rachel's piece online today. Pharmac has not gagged anyone. We certainly did not gag all of media except Newshub, that is simply not true.

We have previously shared embargoed media releases with Today FM – the most recent one being the consultation on Spinraza – and would very much like to think we could do so again. We are proposing a stand down of one week between Pharmac and MediaWorks. During this week you will continue to receive our standard communications and press releases, however we will not put anyone up for interviews.

Nga mihi

Sarah Fitt

From: Jane Wright
Sent: Monday, 5 December 2022 4:07 pm
To: Sarah Fitt
Subject: Re: Media embargo broken today

Resume from next Monday? I think that's all you need to say.

Get [Outlook for iOS](#)

From: Sarah Fitt <[REDACTED]>
Sent: Monday, December 5, 2022 4:01:20 PM
To: Jane Wright <[REDACTED]>
Subject: Fwd: Media embargo broken today

Sarah Fitt
Chief Executive
PHARMAC

From: Dallas Gurney <[REDACTED]>
Sent: Monday, December 5, 2022 3:56:28 PM
To: Sarah Fitt <[REDACTED]>
Cc: Cam Wallace <[REDACTED]>
Subject: Re: Media embargo broken today

Hi Sarah

What is the penalty for? We believe there is no reason to penalise MediaWorks for the reasons already outlined in my previous email.

I was also disappointed to hear that on Friday your team claimed the information we had received was incorrect - we were literally told we would break people with CF's heart - only for our sources to be proven correct in Sunday night's story on NewsHub.

While I can't speak for other news outlets, I have spoken to other newsroom leaders about this today and would be very surprised if any mainstream news outlet would kill or delay a story on request from any organisation after having stacked the story up via their own sources, save - perhaps - reasons of national security.

It is ultimately your call when to engage with MediaWorks again, but our position is that a ban is not fair or justified.

I would appreciate you letting me know what day the ban will lapse, i.e. whether that is a week from Friday or from today.

Regards
Dallas Gurney.

On Mon, 5 Dec 2022 at 15:03, Sarah Fitt <[REDACTED]> wrote:

From: Jane Wright
Sent: Friday, 9 December 2022 3:53 pm
To: David Cormack; Sarah Fitt
Cc: Media; Jannel Fisher; Peter Alsop
Subject: RE: Interview request

I think we leave it as it is and we can discuss Monday morning. Our response leaves it open. He will come back, I get that.

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

From: David Cormack <[REDACTED]>
Sent: Friday, 9 December 2022 3:52 pm
To: Sarah Fitt <[REDACTED]>
Cc: Jane Wright <[REDACTED]>; Media <media@pharmac.govt.nz>; Jannel Fisher <[REDACTED]>; Peter Alsop <[REDACTED]>
Subject: Re: Interview request

Then let's say yes to Monday!

On Fri, 9 Dec 2022, 3:50 pm Sarah Fitt, <[REDACTED]> wrote:

I can't do it today.

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington

DDI: [REDACTED] | P: 0800 660 050 | M: [REDACTED] | www.pharmac.govt.nz

From: Sarah Fitt
Sent: Monday, 5 December 2022 3:11 pm
To: Jane Wright
Subject: Re: Media embargo broken today

Definitely. I tried to find the info where they said we were going to fund it as opposed to missing a consult) but can't find that in my millions of emails/txts/messages
This is missing that we had made this agreement with the supplier too but thought I should just get on and send it Sarah

Sarah Fitt
Chief Executive
PHARMAC

From: Jane Wright <[REDACTED]>
Sent: Monday, December 5, 2022 3:06:31 PM
To: Sarah Fitt <[REDACTED]>
Subject: Re: Media embargo broken today

Thanks! Are you happy for me to paraphrase this for other media if they ask?

Get [Outlook for iOS](#)

From: Sarah Fitt <[REDACTED]>
Sent: Monday, December 5, 2022 3:04:21 PM
To: Jane Wright <[REDACTED]>
Subject: FW: Media embargo broken today

FYI

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington
DDI: [REDACTED] | P: [REDACTED] | M: [REDACTED] | www.pharmac.govt.nz

From: Sarah Fitt
Sent: Monday, 5 December 2022 3:03 pm
To: 'Dallas Gurney' <[REDACTED]>
Cc: Cam Wallace <[REDACTED]>
Subject: Media embargo broken today

Hi Dallas,

Thank you for your prompt response.

From: Jane Wright
Sent: Friday, 2 December 2022 8:54 pm
To: Lisa Williams
Subject: Fwd: an email to send to head of Today FM

Get [Outlook for iOS](#)

From: Jane Wright
Sent: Friday, December 2, 2022 5:59:21 PM
To: Sarah Fitt <[REDACTED]>
Subject: an email to send to head of Today FM

Happy to discuss Sarah – you could send this or call him – his number is [REDACTED] I could also call him, if you prefer.

Dear Cam

Today Lloyd Burr and Rachel Smalley knowingly broke a very sensitive embargo.

Lloyd became aware of an announcement we are making at 6pm on Sunday evening. He emailed our media inbox asking for an interview about it for his drive show.

Our media advisor, Jane, rang him to tell him that the information he had was incorrect and embargoed. She offered to send him the correct information but he would need to honour the embargo. He refused, saying he wasn't interested in our embargoes.

We also spoke to his EP, Lydia. She agreed to water down what was being said to say that Pharmac was making an announcement on Sunday at 6pm. While we thought this was an improvement, Lloyd then interviewed Rachel Smalley as the two "speculated" on air in a breach of our embargo. Rachel also did this tweet: https://twitter.com/Rachel_Smalley/status/1598513025816104960.

We take these sorts of breaches very seriously. TodayFM knew this information was under embargo and chose to announce it anyway, I cannot express how disappointed I am in your network. As a consequence Pharmac will not be providing information, nor interviews, to TodayFM, or any other MediaWorks station, until we feel we can trust you again.

We know that Rachel has had an adversarial relationship with us, but we had been making efforts with her recently, and so we're very disappointed with the events of today.

Please acknowledge receipt of this email, and I look forward to hearing from you.

Kind regards

Sarah Fitt

Pharmac

Sent from my iPhone

From: Media
Sent: Monday, 12 December 2022 11:12 am
To: Lloyd Burr
Cc: Lydia Batham
Subject: RE: Interview request

Sorry, she has just asked for it to be 315 – she is coming from a meeting and needs to get to a room.

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

From: Lloyd Burr <[REDACTED]>
Sent: Monday, 12 December 2022 11:10 am
To: Media <media@pharmac.govt.nz>
Cc: Lydia Batham <[REDACTED]>
Subject: Re: Interview request

No worries - that works perfectly for us! The studio hotline is 099564966

On Mon, 12 Dec 2022 at 11:08, Media <media@pharmac.govt.nz> wrote:

Hi Lloyd, Sarah is available tomorrow at 3pm for a pre-record, does that work for you? Sorry, it is a bit of a mad run to the end of the year!

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

From: Lloyd Burr <[REDACTED]>
Sent: Monday, 12 December 2022 11:03 am
To: Media <media@pharmac.govt.nz>
Cc: Lydia Batham <[REDACTED]>
Subject: Re: Interview request

Hi Jane.

Thanks for sending this through. We can facilitate a live or a pre-recorded interview no worries.

Cheers,

Lloyd.

On Fri, 9 Dec 2022 at 16:28, Media <media@pharmac.govt.nz> wrote:

Kia ora Lloyd (and Lydia)

Unfortunately, Sarah is unavailable this afternoon. We are checking her availability for Monday and will come back to you on that once we know, hopefully first thing Monday. It may need to be a pre-record too, based on her availability.

We look forward to starting afresh with you and TodayFM and talking about funding decisions in the future.

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

From: Lloyd Burr <[REDACTED]>
Sent: Friday, 9 December 2022 2:42 pm
To: Media <media@pharmac.govt.nz>; Lydia Batham <[REDACTED]>
Subject: Interview request

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

Hi Pharmac media team,

Given your media ban on MediaWorks expires at 5pm, I'd like to request an interview with CEO Sarah Fitt for 5:03pm this evening.

We would be discussing:

- The reasons for the ban.
- What Health Minister Andrew Little has spoken to you about this week.
- Details of your Trikafta announcement plan.

- Whether it's acceptable for your coms staff to lie to media.

The interview would be 6 mins in length and over the phone is fine.

Cheers,

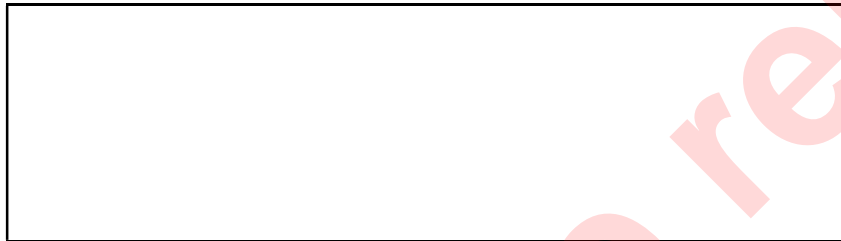
Lloyd.

(Cc'd in is my producer Lydia)

--

LLOYD BURR **HOST - LLOYD BURR LIVE**
TODAY FM **MEDIAWORKS** **MOBILE** [REDACTED] TODAYFM.CO.NZ

MEDIAWORKS, 17 HARGREAVES ST, AUCKLAND 1011, NEW ZEALAND



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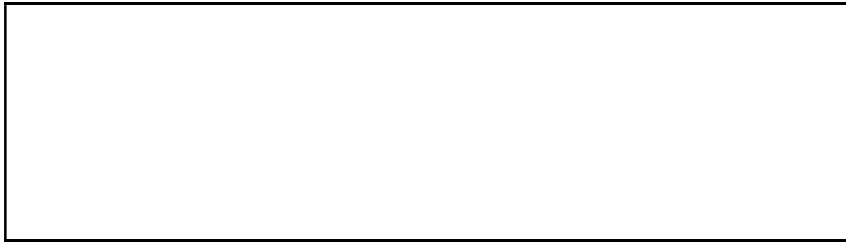
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LLOYD BURR **HOST - LLOYD BURR LIVE**
TODAY FM **MEDIAWORKS** **MOBILE** [REDACTED] TODAYFM.CO.NZ

MEDIAWORKS, 17 HARGREAVES ST, AUCKLAND 1011, NEW ZEALAND



Attention:

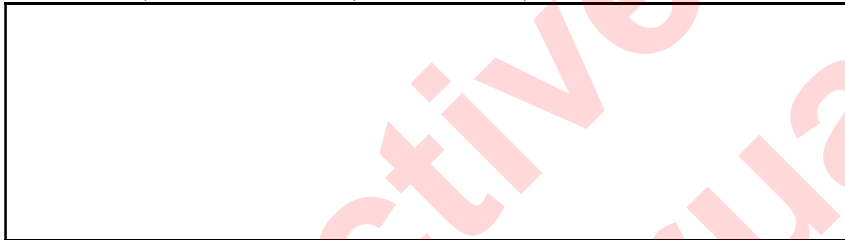
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--

LLOYD BURR **HOST - LLOYD BURR LIVE**
TODAY FM **MEDIAWORKS** **MOBILE** [REDACTED] TODAYFM.CO.NZ
MEDIAWORKS, 17 HARGREAVES ST, AUCKLAND 1011, NEW ZEALAND



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Thank you.

From: Jane Wright <[REDACTED]>
Sent: Friday, 9 December 2022 3:48 PM
To: David Cormack <[REDACTED]>
Cc: Sarah Fitt <[REDACTED]>; Media <media@pharmac.govt.nz>; Jannel Fisher <[REDACTED]>; Peter Alsop <[REDACTED]>
Subject: RE: Interview request

Can we push to Monday though? Feeling rushed

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

From: David Cormack <[REDACTED]>
Sent: Friday, 9 December 2022 3:47 pm
To: Jane Wright <[REDACTED]>
Cc: Sarah Fitt <[REDACTED]>; Media <media@pharmac.govt.nz>; Jannel Fisher <[REDACTED]>; Peter Alsop <[REDACTED]>
Subject: Re: Interview request

My recommendation is we bite the bullet and do it. We put the ban on, so we should honour the time. We can develop answers for these.

On Fri, 9 Dec 2022, 3:43 pm Jane Wright, <[REDACTED]> wrote:

Oh I thought it was Monday, sorry that's on me. Our plan Monday morning was to sort an approach to this expected question.

So possibly,

Hi Lloyd,

Unfortunately Sarah is unavailable this afternoon. We look forward to starting afresh with you and TodayFM and will be happy to talk about funding decisions in the future.

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

From: Sarah Fitt <[REDACTED]>
Sent: Friday, 9 December 2022 3:38 pm
To: Media <media@pharmac.govt.nz>; Jannel Fisher <[REDACTED]>
Cc: Jane Wright <[REDACTED]>; David Cormack <[REDACTED]>; Peter Alsop <[REDACTED]>
Subject: RE: Interview request

I said close of business on Friday which is why he has put 5.03pm. Rest is fine

Ngā mihi,

Sarah

Sarah Fitt | Chief Executive

PHARMAC | Te Pātaka Whaioranga | PO Box 10-254 | Level 9, 40 Mercer Street, Wellington

DDI: [REDACTED] | P: 0800 660 050 | M: [REDACTED] | www.pharmac.govt.nz

From: Media <[REDACTED]>
Sent: Friday, 9 December 2022 3:27 PM
To: Sarah Fitt <[REDACTED]>; Jannel Fisher <[REDACTED]>
Cc: Jane Wright <[REDACTED]>; David Cormack <[REDACTED]>; Peter Alsop <[REDACTED]>
Subject: FW: Interview request

Hello, please see the request below. We will decline and provide a statement, but I'm not sure if this one that we gave to media earlier in the week is still appropriate.

Hi Lloyd,

My understanding is that Sarah's email to Dallas mentioned that we would not do interviews until Monday. We will be happy to talk to Today FM about funding decisions in the future.

We were disappointed that MediaWorks journalists choose to share information before we were able to share it with patient advocates, or confirm details for accuracy, and as result took 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 in the future.

Ngā mihi,

Rosa

From: Lloyd Burr <[REDACTED]>
Sent: Friday, 9 December 2022 2:42 pm
To: Media <media@pharmac.govt.nz>; Lydia Batham <[REDACTED]>
Subject: Interview request

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Hi Pharmac media team,

Given your media ban on MediaWorks expires at 5pm, I'd like to request an interview with CEO Sarah Fitt for 5:03pm this evening.

We would be discussing:

- The reasons for the ban.
- What Health Minister Andrew Little has spoken to you about this week.
- Details of your Trikafta announcement plan.
- Whether it's acceptable for your coms staff to lie to media.

The interview would be 6 mins in length and over the phone is fine.

Cheers,

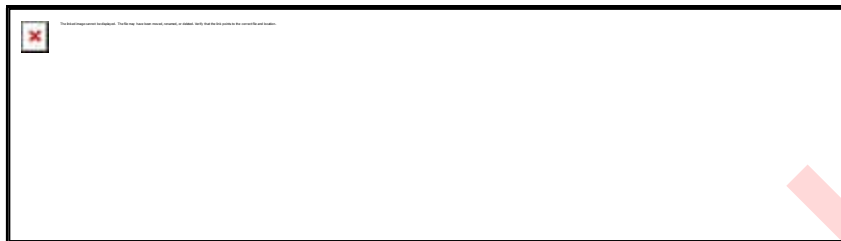
Lloyd.

(Cc'd in is my producer Lydia)

--

LLOYD BURR **HOST - LLOYD BURR LIVE**
TODAY FM **MEDIAWORKS** **MOBILE** [REDACTED] TODAYFM.CO.NZ

MEDIAWORKS, 17 HARGREAVES ST, AUCKLAND 1011, NEW ZEALAND



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This e-mail message and any accompanying attachments may contain confidential information. If you are not the intended recipient, please do not read, use, disseminate, distribute or copy this message or attachments. If you have received this message in error, please notify the sender immediately and delete this message.

From: Media
Sent: Sunday, 4 December 2022 3:06 pm
To: Tom Day
Subject: RE: Tova IV: Lisa Williams

Kia ora Tom,

Nice talking earlier. I have double checked, and it is still a no on an interview tomorrow. I agree, wholeheartedly, that it is great news that we are proposing to fund Trikafta and thanks for your interest in it.

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

From: Tom Day <[REDACTED]>
Sent: Sunday, 4 December 2022 2:52 pm
To: Media <media@pharmac.govt.nz>
Subject: Tova IV: Lisa Williams

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Good Afternoon,

Thank you for taking my call. As discussed we would love to have Lisa on the show tomorrow morning to talk about the funding for Trikafta.

I can confirm Rachel would not be on the show on this issue.

We see this as good news that Pharmac is funding the drug and want to celebrate that.

I look forward to hearing from you.

Cheers

--

TOM DAY **SETUP PRODUCER TOVA**

MEDIAWORKS **MOBILE** [REDACTED]



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Thank you.

proactive release
21 February 2023

From: Media
Sent: Sunday, 4 December 2022 3:18 pm
To: Sarah Fitt
Subject: RE: Tova IV: Lisa Williams

Yes, agreed.

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

From: Sarah Fitt <[REDACTED]>
Sent: Sunday, 4 December 2022 3:15 pm
To: Media <media@pharmac.govt.nz>
Subject: Re: Tova IV: Lisa Williams

We also need to decide to do about [REDACTED] but can sort that tomorrow too.
S

Sarah Fitt
Chief Executive
PHARMAC
[Seemail]

From: Media <media@pharmac.govt.nz>
Sent: Sunday, December 4, 2022 3:09:47 PM
To: Sarah Fitt <[REDACTED]>; Media <media@pharmac.govt.nz>
Subject: RE: Tova IV: Lisa Williams

I have told Adelia, but I will reiterate it to her now I know he is going on.

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

From: Sarah Fitt <[REDACTED]>
Sent: Sunday, 4 December 2022 3:09 pm
To: Media <media@pharmac.govt.nz>
Subject: Re: Tova IV: Lisa Williams

We should probably let Mins office about the Friday issue and why we are not going on as RS is likely to mention it.
Sarah

Sarah Fitt
Chief Executive
PHARMAC
[Seemail]

From: Media <media@pharmac.govt.nz>
Sent: Sunday, December 4, 2022 3:06:10 PM
To: Sarah Fitt <[REDACTED]>; Lisa Williams <[REDACTED]>
Cc: Peter Alsop <[REDACTED]>; Jannel Fisher <[REDACTED]>; Rosa Bach <[REDACTED]>
Subject: Re: Tova IV: Lisa Williams

Happy to confirm that.

Get [Outlook for iOS](#)

From: Sarah Fitt <[REDACTED]>
Sent: Sunday, December 4, 2022 3:02:50 PM
To: Media <media@pharmac.govt.nz>; Lisa Williams <[REDACTED]>
Cc: Peter Alsop <[REDACTED]>; Jannel Fisher <[REDACTED]>; Rosa Bach <[REDACTED]>
Subject: Re: Tova IV: Lisa Williams

It's a no until we sort out the response to Mediaworks.

Sarah

Sarah Fitt
Chief Executive
PHARMAC

From: Media <media@pharmac.govt.nz>
Sent: Sunday, December 4, 2022 2:56:22 PM
To: Sarah Fitt <[REDACTED]>; Lisa Williams <[REDACTED]>
Cc: Peter Alsop <[REDACTED]>; Jannel Fisher <[REDACTED]>; Rosa Bach <[REDACTED]>
Subject: FW: Tova IV: Lisa Williams

Hi,

I have said it is unlikely it will be a yes, especially considering our email to the boss, but said I would confirm in writing. Minister Little is talking with Rachel.

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

From: Tom Day <[REDACTED]>
Sent: Sunday, 4 December 2022 2:52 pm
To: Media <media@pharmac.govt.nz>
Subject: Tova IV: Lisa Williams

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Good Afternoon,

Thank you for taking my call. As discussed we would love to have Lisa on the show tomorrow morning to talk about the funding for Trikafta.

I can confirm Rachel would not be on the show on this issue.

We see this as good news that Pharmac is funding the drug and want to celebrate that.

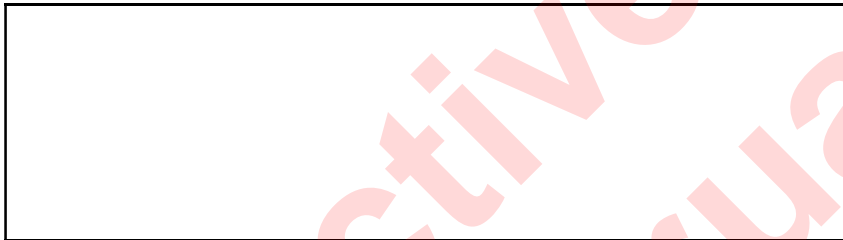
I look forward to hearing from you.

Cheers

--

TOM DAY **SETUP PRODUCER TOVA**

MEDIAWORKS MOBILE [REDACTED]



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Thank you.

From: Media
Sent: Friday, 2 December 2022 3:37 pm
To: David Cormack
Subject: Fwd: URGENT REQUEST: Trikafta

Holy!!! I'm in an interview with Ed lee and 3.... Need you to help!! I've emailed him and said stop, let's talk but I might need you to help [REDACTED]

Get [Outlook for iOS](#)

From: Lloyd Burr <[REDACTED]>
Sent: Friday, December 2, 2022 3:26:09 PM
To: Media <media@pharmac.govt.nz>
Cc: Lydia Batham <[REDACTED]>; Hayley Jacobsen <[REDACTED]>
Subject: URGENT REQUEST: Trikafta

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

Hi there,
I understand you've approved funding for Trikafta and will announce this on Sunday.
We've now had it confirmed from multiple sources that you'll roll it out from April next year for those over the age of 6.
We plan to run the story today at 4pm.
Sorry for the short notice - can you please confirm whether this is the case, and if someone is available for an interview between 4 and 5:30pm today.
Cheers,
Lloyd.

(cc-ed in are my producer Lydia and our chief reporter Hayley)

--

LLOYD BURR **HOST - LLOYD BURR LIVE**
TODAY FM **MEDIAWORKS** **MOBILE** [REDACTED] TODAYFM.CO.NZ
MEDIAWORKS, 17 HARGREAVES ST, AUCKLAND 1011, NEW ZEALAND



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Thank you.

From: Media
Sent: Friday, 2 December 2022 3:37 pm
To: Lloyd Burr
Cc: Lydia Batham; Hayley Jacobsen
Subject: Re: URGENT REQUEST: Trikafta

Hi Lloyd, we have not approved Trikafta for funding. Please call us urgently to learn the details.

I am out of the office today so please contact Jane Wright on [REDACTED]

Ngā mihi

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

Sent from my handheld device, apologies if brief.

From: Lloyd Burr <[REDACTED]>
Sent: Friday, December 2, 2022 3:26 PM
To: Media <media@pharmac.govt.nz>
Cc: Lydia Batham <[REDACTED]>; Hayley Jacobsen <[REDACTED]>
Subject: URGENT REQUEST: Trikafta

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

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(cc-ed in are my producer Lydia and our chief reporter Hayley)

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LLOYD BURR **HOST - LLOYD BURR LIVE**
TODAY FM MEDIAWORKS **MOBILE** [REDACTED] TODAYFM.CO.NZ
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Thank you.

proactive release
21 February 2023

From: Sarah Fitt
Sent: Sunday, 11 December 2022 10:46 am
To: Edward Lee
Subject: Seen this?
Attachments: 1751925340_20231211.pdf

Sarah Fitt
Chief Executive
PHARMAC

proactive release
21 February 2023



11 DEC, 2022

Is there still trust in the public service?

Sunday Star Times, Auckland

Page 1 of 2

**SUNDAY
STAR★TIMES**

Is there still trust in the public service?



**Editor
Tracy
Watkins**

tracy.watkins@stuff.co.nz

There have been some strange goings-on between the State drugs funder Pharmac and the media lately.

According to reports by Mediaworks journalists, notably veteran broadcaster Rachel Smalley, Pharmac has blacklisted its journalists and its newsroom.

The reason? Apparently, it was angry that Smalley got the jump on a story about Pharmac finally agreeing to fund a cystic fibrosis drug that's been gold standard treatment in other countries, including neighbouring Australia, for some time now.

Seemingly, Pharmac's objection wasn't that the story was wrong, but

that Mediaworks had trumped its planned exclusive with TV3.

What's troubling is Smalley's account of how Pharmac first tried to dissuade Mediaworks from publishing the story by suggesting it wasn't true, then took retribution when Mediaworks ignored them by blacklisting its journalists.

Clearly it was true, because people only had to watch the tearful, stage-managed announcement 48 hours later on TV3 to see that Pharmac was indeed funding Trikafta after an agonisingly prolonged approvals process that merely extended the suffering of many. It wasn't just TV3 – other media, including *Stuff*, were also given an early heads up.

But that's all by the by.

The important thing, after all, is that cystic fibrosis sufferers will finally receive life-saving treatment. Who cares who got the story first?

Except it's troubling. We're all used to cynical PR tactics; I've had similar experiences to Smalley over the years.

But Pharmac is a Government-funded agency, with one of the most serious mandates possible – deciding which life-saving drugs should and shouldn't be funded. There is no place for political stunts in an agency like this. Yet this was a deliberate attempt to manipulate the news agenda in order to paint

itself in the best possible light.

By Pharmac's own admission, Trikafta can extend the lives of

cystic fibrosis sufferers by decades. So it has done nothing to deserve the hugs of cystic fibrosis sufferers denied this life-saving treatment until now.

Yet that's how it played out on television, with grateful hugs and tears all round.

This wasn't happenstance. Making a media event out of the announcement, and putting the chief executive officer out there to break the news personally to a cystic fibrosis sufferer, was a stunt that took some planning. Public service chief executives are risk averse – there would have been meetings to discuss what could go wrong. Media plans weighing up the pros and cons. There would have been concerns about the chief executive being ambushed with a Corngate-style grilling. But outweighing all those risks was the upside of putting a human face – in particular a warm, generous face – to an agency that is more generally seen as cold, impersonal, even cruel, in the way it administers the lottery of State-funded drugs. In other

words, the goal wasn't to announce a drug-funding deal, but to make Pharmac – and by extension the Government – look good.

Old school public servants would be turning in their graves.

Why does it matter so much? It undermines



11 DEC, 2022

Is there still trust in the public service?

Sunday Star Times, Auckland

Page 2 of 2

the neutrality of the public service. It provides the sort of instant, dopamine hit that will encourage Pharmac to replicate the strategy – the risk is that politically popular drugs will look far more appealing than boring ones that don't have the same public cut through.

It's troubling because this is another step down a path by which the Government and its public servants increasingly bypass traditional media anyway for the unquestioning and unfiltered world of social media, a world where carefully curated photos, professionally filmed videos, and glossy brochures show the face they want to put to the world, rather than the reality.

It's a world where feel-good stunts and clever memes are the goal of an ever-growing army of spin doctors. Consequently, it's a world where it's easy to blacklist one of the country's biggest media organisations because they feel confident they don't need them any more.

At a time when public trust in the public service is higher than in either the media or the Government, that's a slippery slope that it will be hard to crawl back from.

What do you think? Write to sundayletters@stuff.co.nz.

“
**Pharmac is a
Government-funded
agency, with one of
the most serious
mandates possible.**

From: Sarah Fitt
Sent: Sunday, 11 December 2022 11:56 am
To: Edward Lee
Subject: Re: Seen this?

You don't need to apologise at all and it's quite ironic how they think it was all carefully stage managed. All that was planned was me calling you, the rest happened on the fly.
Some of the articles have been great especially the ones in the local papers when journos have got to know patients and families.
Anyways sorry to bother you on the weekend.

Sarah
Sarah Fitt
Chief Executive
PHARMAC

From: Edward Lee <[REDACTED]>
Sent: Sunday, December 11, 2022 11:22:10 AM
To: Sarah Fitt <[REDACTED]>
Subject: Re: Seen this?

Bloody hell. Thanks for sharing and I am sorry that this has happened. There was nothing planned with this hug, nor was it staged as we both know. I am just blown away by journalists ripping in to everyone as if giving advocates a slight heads up is a bad thing. Pharmac is trying to be more transparent for gods sake.

Can you imagine if you said "no thank you" when I said that I wanted a hug after you made this amazing announcement?

No one in the CF community didn't like what had occurred. We all loved it and it created a buzz.

Maybe I should write a piece called "why I hugged Pharmac" 🤔

> On 11 Dec 2022, at 10:46 am, Sarah Fitt <[REDACTED]> wrote:

>
>
>
>
>

> Sarah Fitt
> Chief Executive
> PHARMAC

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