

Brenda Runyan

MBA

Senior Consultant, Payer Value Consulting Group



CURRENT RESPONSIBILITY

Brenda is a senior consultant with the Indianapolis office of Milliman. She joined the firm in 2008.

EXPERIENCE

Brenda is a senior consultant in a new practice group within Milliman that is solely dedicated to serving the pricing as well as payer strategy and analytic needs of biopharmaceutical, medical device, and diagnostic companies.

Brenda has more than 10 years of executive biopharmaceutical strategy experience gained at Eli Lilly and Company and Roche Diagnostics Corporation. During her tenure at those companies, she held leadership positions focused on pricing and payer marketing strategy. Her experience at the global level includes pricing strategy, payer market research, and payer marketing. She also led pricing strategy and tool development, IHN and GPO contract negotiations, value proposition, and ROI strategy for the U.S. diagnostics market.

Brenda's expertise spans multiple therapeutic classes in hospital products, retail products, oncology, and diagnostics, and includes product launch experience with a focus on incorporating robust market access strategy for products in Phase III clinical development. She has expertise in development and implementation of negotiation strategies, pricing strategies, payer segmentation, payer value propositions, health economic tactics, and value assessments of new chemical entities. Through her skill set and client experience, she is able to deliver creative revenue optimizing strategies that are actionable and sustainable.

PRESENTATIONS

- *The U.S. Pharmaceutical Pricing and Access Environment for Retail Products*. 4th Annual Pharmaceutical Pricing & Reimbursement Conference. New Brunswick, N.J. (July 2008).
- *Pricing for Life: Customer Behavior and Lifetime Analysis*. The 21st Annual Price X Event. Chicago, Ill. (June 2008).
- *How Pharmaceutical Pricing is Developed for New Molecules*. 16th Annual Meeting and Showcase. San Francisco, Calif. (February 2004).

EDUCATION

- BA, University of Northern Iowa
- MBA, Ohio State University

