EnlightenmentBioConsult, LLC

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CEO and Chief Consultant

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Innovative Payer Solutions for Parma and Biotech

Customers

My customers are the innovators in pharmaceuticals, medical devices, and diagnostics. They are creating the next generation of clinical breakthroughs to benefit patients and society.

Objectives

Enlightenment BioConsult and, its CEO Ed Pezalla, strive to unlock the value in patient centered innovations:

- Insurance coverage and payment
- Value propositions
- Incorporation of Health Technology Assessment approaches to all stages of clinical development

Activities

- **Strategy Consulting for Access and Coverage**
- **Listening to payers: advisory boards and virtual advisory panels**
- **Technology Assessment: preparation for ICER Reviews and other HTA activities**
- **Private seminars for boards, senior executives and account managers**

Innovation

Innovative products deserve innovative approaches to value development and ultimately market access. It is no longer enough to have an innovative or even life-saving product. Developers and manufacturers must plan ahead to address access at each step in the development process.

"In terms of the general launch environment, access requirements have increased dramatically, and that's affected our whole approach. We've had to get more sophisticated in preparing for access, so we work on it in more depth and start thinking about it as early as Phase II, including trial design." Arnout Ploos van Amstel (Novartis), quoted in the McKinsey white paper Why Innovative Products Aren't Enough for a Successful Parma Launch.

Ed Pezalla

Dr. Pezalla is a respected leader in health policy and insurance coverage focusing on pharmaceuticals, devices and diagnostics. He is the former VP of Pharmaceutical Policy and Strategy at Aetna. Dr. Pezalla consults with manufacturers on a range of compensation and payer issues including health technology assessment, value development and payer strategy.

Current Activities

- Scholar-in-Residence, Duke-Margolis Center for Health Policy
- Member of the MIT NEWDIGS Project for innovative approaches to drug development and approval
- Consultant for innovative drug, device and diagnostics firms

Authored papers on drug development

1) *Adaptive Licensing: Taking the Next Step in the Evolution of Drug Approval*; H-G Eichler, et al,Clin Pharmacol Ther 91: 426-437;
2) *Accelerated Access to Innovative Medicines for Patients in Need*. L G Baird, et al. Clinical Pharmacology & Therapeutics Drug Development volume 96, issue 5; pages 559–571, November 2014
3) *From adaptive licensing to adaptive pathways: delivering a flexible life-span approach to bring new drugs to patients.* Hans-Georg Eichler, et al Clinical Pharmacology & Therapeutics, 12 DEC 2014 03:09AM EST | DOI: 10.1002/cpt.59
4) *The next frontier: Fostering innovation by improving health data access and utilization.* Oye KA, et al. G. Clin Pharm & Ther Adv in Neurodegenerative Diseases and Dementia, vol 98, issue 5, pages 514-512, Nov 2016