

Market Access Strategy, LLC

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Parashar is President & CEO of Market Access Strategy, LLC. The firm provides health care market access, coding, coverage, and payment strategies to medical device, biotechnology, pharmaceutical companies. The firm also provides health care delivery system and payment policy advice to a variety of stakeholders.

Parashar is an experienced health care executive with a demonstrated history of accomplishments in the medical device industry and public sector. Parashar's areas of expertise include health care delivery systems, payment and coverage policy, market access, medical devices, and clinical research.

From October 2016 through January 2019 Parashar led Boston Scientific's Global Health Policy team, which focused on monitoring and influencing payment and health care delivery system policies and shaping Boston Scientific's commercial strategies in the context of policy trends.

Previously, Parashar led Boston Scientific's Global Health Economics and Market Access team, focusing on the development and execution of market access, health economics, and public policy strategies for key technologies. Prior to joining Boston Scientific in 2003, Parashar was Deputy Director of the Hospital and Ambulatory Policy Group in the Center for Medicare Management at the Centers for Medicare & Medicaid Services (CMS). The group was responsible for Medicare payment policy for a wide range of acute and ambulatory care services including inpatient and outpatient hospital services and physician services.

Parashar also had a variety of roles at CMS, the American Association of Health Plans, the Office of (then) Senate Majority Leader George J. Mitchell, the White House Office of Management and Budget, and Connecticut's Medicaid agency.

He holds a B.A. in Political Science and a Master of Public Affairs from the University of Connecticut.

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Vision Statement – 2019 HTAi Board of Directors Nomination

Health technology assessment (HTA) is at a mature stage as a field. HTAi can continue to play a role in nurturing and advancing technical methods and techniques of technology assessment. The larger question/challenge is what role HTAi should play in increasing the relevance and impact of HTA among a larger and more varied set of stakeholders since its founding in 2003.

We now live at a time when many payers conduct technology assessment (fit for their purpose) as well as hospitals (again, for their purpose). At the same time, consumers are able to “assess” new technologies through the dissemination of information on the Internet and use a multitude of tools and apps (almost all of which are not regulated, never mind undergone any HTA) to improve their health. Finally, demand for, and the cost of, health care continues to increase.

So, what should be the role of HTAi? What should be the role of HTA agencies in the broader delivery, health care financing, and policy systems of their countries? Should HTA entities be the only source of technology assessment or should they be the lead entity among other stakeholders? Should HTA entities begin assessing digital apps? Should HTA entities make recommendations on pricing to payers and purchasers? What role, if any, should HTA entities play in assessing value-based payment mechanisms? How can HTAi be relevant and add value to the leaders of HTA agencies globally? These are just some of the strategic questions I believe HTAi should begin addressing over the next three to five years. I know that there are many others as well.

If elected to the Board, I will work to encourage the Board to undertake three major initiatives. First, solicit additional questions about HTAi’s role and value to members and stakeholders and begin addressing those questions. By doing so we can improve value to both members and other stakeholders in our respective countries.

Second, execute a sustainable strategy to increase the connection between HTAi and the payer community. Payers are one of our major “customers”. We must continue to strengthen the value we provide, otherwise we face the risk of becoming less relevant to real-world decision makers.

Third, execute a strategy to increase an understanding of the “business” side of technology (drugs, devices, biotechnology, curative therapies) for HTAi members. There have been many instances where it’s clear that many of us do not have a sufficient understanding of the development and commercialization of technology. As a result, we may have unrealistic expectations of industry (ranging from how prices are set to the availability of data, for example). Improving our understanding of the

business of technology can strengthen the dialog with industry and help ensure that we continue to be credible, relevant stakeholders.

My background makes me a strong candidate for the Board for several reasons. First, I am a relative newcomer to HTAi, having been a member since 2013 and an active member of the Global Policy Forum (2015) and the Asia Pacific Policy Forum (2016). The questions I posed above are based on my own observations, conversations with HTAi members, and conversations with payers, hospital executives, and physicians in many countries. I hope to bring a new and fresh perspective to the Board and HTAi.

Second, I have a payer and policy-maker perspective from the many years spent with two major US payers (Medicare and Medicaid) and other federal agencies. I understand the needs of payers and decision-makers who must frequently make decisions with imperfect data, have hard deadlines, etc. This perspective will be helpful if we aim to increase the connections between HTAi and the payer community.

Third, I have deep experience with industry. One of the reasons I shifted from a public sector career to the industry was so that I could better understand the business side of healthcare. As a policymaker I didn't have full understanding of the commercial aspect of technology, which led to unrealistic expectations as we made decisions on payment policy for Medicare services, for example. I now have a much stronger understanding of the commercial aspects of technology that I believe will be valuable to HTAi. I will also be well positioned to represent HTAi and advocate for the relevance and importance of HTA to industry as an HTAi Board member.

Finally, I bring over 25 years of organizational leadership and experience in public and private organization to help strengthen HTAi's governance, financial management, and infrastructure. We must continue to build on the progress of the past several years to further strengthen HTAi so that we can successfully execute these and other critical initiatives over the next three to five years.

Thank you for considering my candidacy and I hope to receive your vote.