

BRENDA CORDELL, MBA

Senior Healthcare Consultant

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Current Responsibility

Brenda is a senior healthcare consultant in the Health Practice of the Indianapolis office of Milliman. She is a lead in the pharmaceutical consulting group and is one of the developers of Milliman DNA. She joined the firm in 2008.

Professional Work Experience

Brenda has been consulting to life sciences companies since 2008, in areas specific to market access and payer strategy. Her two primary focus areas are: (1) consulting related to gene and cell therapies and the rare diseases they treat, and (2) leading strategy projects that involve clinical and economic research.

Brenda is one of the developers of Milliman DNA gene and cell therapy forecasting, an interactive, web-based application that is used by health plans to analyze the emerging gene and cell therapy market to support underwriting, pricing and product development. She leads the clinical, market and economic research that form the baseline assumptions in this application and its associated research repository.

Brenda has more than 10 years of executive life sciences strategy experience gained at Eli Lilly and Company and Roche Diagnostics Corporation. During her tenure at those companies, she held global and U.S. leadership positions focused on pricing, value demonstration and payer marketing strategy.

Education

BA, University of Northern Iowa

MBA, The Ohio State University

Presentations and Publications

- 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, IL (June 2008)
- How Pharmaceutical Pricing is Developed for New Molecules. AMCP 16th Annual Meeting and Showcase. San Francisco, CA (February 2004)

- Kuester, M., Runyan, B. (2017, June). Incidence rate of females with hemophilia may be underreported. Milliman white paper. [Incidence rate of females with hemophilia may be underreported \(milliman.com\)](https://www.milliman.com/insights/white-papers/incidence-rate-of-females-with-hemophilia-may-be-underreported)
- Kuester, MK., Jackson, EA., Runyan, BM., Pezalla EJ., Nussbaum SR. The Effect of a Pediatric Rare Disease on Subscriber Retention Rates for Commercial Health Insurers in the United States. J Manag Care Spec Pharm. 2019;25(2):186-93
- Bachler, R., Jackson, E., Naber, J., Runyan, B. (2020, January). Managing risks related to gene and cell therapies for self-insured employers with stop-loss coverage. Milliman white paper. [Managing risks related to gene and cell therapies for self-insured employers with stop-loss coverage \(milliman.com\)](https://www.milliman.com/insights/white-papers/managing-risks-related-to-gene-and-cell-therapies-for-self-insured-employers-with-stop-loss-coverage)
- Jackson, E., Naber J., Runyan B. (2020, January). Exploring the benefits of multi-year payment arrangements for self-insured employers and TPAs. Milliman white paper. [Exploring the benefits of multiyear payment arrangements for self-insured employers and TPAs \(milliman.com\)](https://www.milliman.com/insights/white-papers/exploring-the-benefits-of-multi-year-payment-arrangements-for-self-insured-employers-and-TPAs)
- Jackson EA., Runyan, B., Metz, L., Kenney J. An analysis of member retention patterns for adult rare disease cohorts to support evaluating multiyear payment arrangements for novel therapies. J Manag Care Spec Pharm. 2021;27(6):753-59

Affiliations

SIIA Cell & Gene Therapy Task Force