

MATT BERMAN

MBA

Principal

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Current Responsibility

Matt Berman is principal in the Indianapolis Health Practice and leads the team that provides Market Access Strategy and Agency of Record Services to life science companies. He joined the firm in 2009.

Professional Work Experience

Matt has more than 10 years of experience supporting life science companies in market access strategy. Project work includes the following general areas:

- Launch strategy - market access focused
- Access stakeholder engagement strategy
- Market segmentation
- Account director training
- Access platform tactical development:
 - Evidence generation | PIE presentations | Payer value propositions | Budget impact tools | Design of novel training programs | Implementation guidance
- Pull through program design and execution
 - Internal communication and process design | Field-oriented goal setting | Veeva-enabled dynamic pull through messaging | Omni-channel messaging
- Patient journey mapping
- Access landscape development
- Specialty pharmacy strategy
- Patient support and hub design
- Pricing
- Contracting

Education

MBA, Kelley School of Business, Indiana University

Presentations and Publications

- Berman, M. & Lain, S. "Diabetes burden on population groups: Research summary." July 2019.
- Berman, M. Lain, S., & Metz, L. "Mitigating out-of-pocket costs for insulin users." May 2019.
- Berman, M. & Jackson, A. "Mitigating out-of-pocket costs for prescription drugs." March 2017.
- Berman, M. "Pull-through capabilities: Communicating effectively with prescribers about cost and coverage." February 2014.