



ELAN RUBINSTEIN, PHARM.D., MPH EB RUBINSTEIN ASSOCIATES

Dr. Rubinstein has more than 30 years of experience in providing consulting related to pharmacy benefits; marketing of pharmaceuticals, biotechnology and biological products; pharmaceuticals-related business strategy; and new business development. Consulting engagements typically involve market analysis; situation/opportunity assessment; market modeling; business strategy and development; market positioning; and new venture development. Clients have included manufacturers; disease carve-out companies; health plans; PBMs; specialty pharmacies; employers; business coalitions; benefits consultants; futurists; startups and venture capitalists.

Professional experience

Dr. Rubinstein is principal of EB Rubinstein Associates, a managed care and pharmaceuticals consultancy in existence since February 1989. His professional experience:

- **PAYERS:** *Examples:* Advisor to CMS/CCIIO (through Logistics Management Institute) to develop pharmacy policy for the Affordable Care Act; individual employers; MidAtlantic Business Group on Health and National Alliance of Healthcare Purchaser Coalitions (both support employer purchase of health products/services). Pharmacy subject matter advisor to Santa Barbara Actuaries. *Services:* Advising re pharmacy benefits coverage/policy; monitoring prescription drug utilization/costs; modeling pharmaceutical cost data; negotiating PBM/specialty pharmacy contracts; writing & evaluating PBM/specialty pharmacy survey, for purpose of vendor selection.
- **HEALTH PLANS, DISEASE MANAGEMENT, PBMS:** *Examples:* Pacific Mutual Life Insurance; Long Beach Memorial Hospital; Torrance Memorial Hospital; National Association of Chain Drug Stores. *Services:* Health plan development and California Knox-Keene Health Care Service Plan licensure; PBM development. Development & marketing of P4 Healthcare and Salick Healthcare, both oncology disease management companies.
- **CHANNELS OF DISTRIBUTION:** *Examples:* Walgreens (health outcomes research), CVS/Caremark specialty pharmacy (a PBM-owned specialty pharmacy) and Onmark and MedAssets (pharmaceutical group purchasing organizations). *Services:* Marketing support; research/publication related to vendor value; program development and disease-related management.
- **PHARMACEUTICAL AND BIOTECHNOLOGY MANUFACTURERS:** *Examples:* Amgen; Genentech; Bristol-Myers Squibb; Baxter Biosciences. *Services:* Marketing support; advise/edit/write an annual biosimilars market trends report; develop biosimilar marketing strategy; impact of site of care and class of trade drug price variance; payment for new technology over and above inpatient MS-DRG amounts; care management company development; Economic modeling of CMS-proposed change in Part B reimbursement. Development of Preferred Oncology Networks of America for BMS O/I.
- **PROFESSIONAL AND PROVIDER ASSOCIATIONS:** *Examples:* Academy of Managed Care Pharmacy (AMCP) Guide to Pharmaceutical Payment Methods, a detailed review of how prescription drugs are paid for in the USA; National Renal Administrators Association (business strategy for renal dialysis centers)
- **START-UPS TARGETING PRESCRIPTION PHARMACEUTICALS:** *Examples:* Castlight Health (contracts with employers to help their employees make cost-effective health care purchasing decisions); HealthPiper (online direct-to-patient psychiatric treatment program).
- **INVESTORS AND VENTURE FUNDS:** *Examples:* Infusion companies, physician office copay assistance software company. Advise investors based on my evaluation of offering memoranda produced by companies in the pharmaceuticals space, interview of company principals, and assessment of market opportunity.



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Education

- Administrative Residency, HealthWest Foundation (a multihospital system)
- Masters of Public Health (Health Services Administration), UCLA
- Clinical Residency (oncology), UCSF
- Bachelor of science (zoology), UCLA

Professional Relationships

- Subject matter expert. Pharmacy benefits & prescription pharmaceuticals. Santa Barbara Actuaries. 2019 to present.
- Editorial Advisory Board, Radar on Specialty Pharmacy (previously: Specialty Pharmacy News). AIS Health. 2011 to present.
- Editorial Advisory Board, Journal of Managed Care and Specialty Pharmacy (published by the Academy of Managed Care Pharmacy). July 2007 to March 2014.
- Peer reviewer for submitted manuscripts (as assigned by editor), Journal of Managed Care and Specialty Pharmacy (published by the Academy of Managed Care Pharmacy). Approximately 2007 to present.

Publications

- Opportunities in Pharmacy Benefit Management. 2021 PBM Report. National Alliance of Healthcare Purchaser Coalitions. J Miller, M Thompson, FK Siew, E Rubinstein. November 2021
- Proposal to Reduce Adult Immunization Barriers. O Equils, C Kellogg, W Berger, E Rubinstein, G Kominski, K Hurley-Kim. UCLA Center for Health Policy Research. August 2018.
- Draft FDA Guidance “Considerations in Demonstrating Interchangeability with a Reference Product”: Overview and Presentation-related Concerns. E. Rubinstein. Journal of Managed Care & Specialty Pharmacy. March 2017.

- Amgen Trends in Biosimilars Report 2017. E Rubinstein, Edelman Public Relations. Market research and editorial support. Amgen. April 2017.
- Amgen Trends in Biosimilars Report 2016. E Rubinstein, Edelman Public Relations. Market research and editorial support. Amgen. April 2016.
- Amgen Trends in Biosimilars Report 2015. E Rubinstein, Edelman Public Relations. Market research and editorial support. Amgen. April 2015.
- Evaluation of Increased Adherence and Cost Savings of an Employer Value-Based Benefits Program Targeting Generic Antihyperlipidemic and Antidiabetic Medications. B Clark, J DuChane, J Hou, E Rubinstein, J McMurray, I Duncan. Journal of Managed Care Pharmacy. February 2014
- AMCP Guide to Pharmaceutical Payment Methods (2013 update of 2009 and 2007 editions). E Rubinstein, H Tag. Academy of Managed Care Pharmacy. April 2013
- Evaluation of Increased Adherence and Cost Savings of an Employer Value-Based Benefits Program Targeting Generic Antihyperlipidemic and Antidiabetic Medications. B Clark, J DuChane, J Hou, E Rubinstein, J McMurray, I Duncan. Poster presentation, Annual meeting, Academy of Managed Care Pharmacy, Published Journal of Managed Care Pharmacy. September 2013
- Oral Chemotherapy Program Improves Adherence and Reduces Medication Wastage and Hospital Admissions. N Khandelwal, I Duncan, T Ahmed, E Rubinstein, C Pegus. Journal of the National Comprehensive Cancer Network. May 2012
- Community Pharmacy and Mail Order Cost and Utilization for 90-day Maintenance Medication Prescriptions. N Khandelwal, I Duncan, E Rubinstein, T Ahmed, C Pegus. Journal of Managed Care Pharmacy. April 2012
- Medication Adherence for 90-day Quantities of Medication Dispensed Through Retail and Mail Order Pharmacies. N Khandelwal, I Duncan, E Rubinstein, T Ahmed, C Pegus, P Murphy, K Kudrak.



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American Journal of Managed Care. November 2011

- Impact of Clinical Oral Chemotherapy Program on Wastage and Hospitalizations. N Khandelwal, I Duncan, T Ahmed, E Rubinstein, C Pegus. Journal of Oncology Practice. May 2011
- Timeline and Potential Impact of CMS Competitive Acquisition Program, E Rubinstein. Journal of Managed Care Pharmacy. Apr 2006
- Drug Competitive Acquisition Program. E. Rubinstein. Biotechnology Healthcare. February 2006
- Can CAP Program Survive? D Galardi, E Rubinstein. Drug Topics. January 2006
- Bustin' a CAP. E Rubinstein, D Galardi. Pharmaceutical Executive. November 2005
- Addition of Oral-Only ESRD drugs to the Prospective Payment System. What Should I Do Now? Presentation at the Annual Meeting of the National Renal Administrators Association, September 2013
- Payer Perspectives on Health Reform. ISPOR HTA Payer Roundtable, May 2011
- Oncology Disease Management. CBI Specialty Pharmaceuticals, Biotech Therapy & Injectables Payer Forum, Jan 2010
- Payer Efforts to Manage Oncology. Cancer Center Business Summit, Oct 2008

Public speaking

- Drug Cost and Innovation: Balancing Societal Needs and Marketplace Demands. Health Forum at UCLA. UCLA School of Public Health. April 29, 2015
- Site of Care Optimization for Specialty Pharmaceuticals. CBI Specialty Therapies – Forum for Payers. January 30, 2015
- Specialty Pharmaceuticals: Understand, Identify & Manage the Cost. Mid-America Coalition on Health Care and National Business Coalition on Health. July 31, 2014
- The US Specialty Pharmaceuticals Marketplace, with Hepatitis C Case Study. Master of Science seminar in healthcare decision analysis. USC School of Pharmacy & Schaeffer Center for Health Policy & Outcomes. July 13, 2014
- Prescription Pharmaceuticals in 2014: What's Ahead for Payers. Health Forum at UCLA. UCLA School of Public Health. February 2014
- Employer perspective: Post-ACA Implementation: Impact of Self-insured Employers on Benefits Costs and Trend of Specialty Pharmaceuticals. CBI Specialty Therapies meeting. January 2014