



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).

Education

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



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- Doctor of Pharmacy, USC
- Bachelor of science (zoology), UCLA

Publications

- 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. 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

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



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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
- 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