

Robert J. Nordyke, Ph.D.

PRINCIPAL AND VICE PRESIDENT, PHARMACEUTICAL
COMMERCIALIZATION PRACTICE
SENIOR POLICY ADVISOR

CONTACT INFORMATION

BlueRidge Life Sciences
Pharmaceutical Commercialization
Los Angeles, CA
Phone (310) 919-1004 (office)
Phone (310) 210-1582 (mobile)
bnordyke@blueridgelifesciences.com

PROFESSIONAL PROFILE

Dr. Bob Nordyke is a Principal and Vice President and Senior Policy Advisor in the BlueRidge Life Sciences Pharmaceutical Commercialization practice. With over 25 years in the health sciences and pharma industry, Dr. Nordyke is an experienced executive leader and deep practitioner of health economics, policy research, health technology assessment (HTA) and value assessment, and product commercialization. Dr. Nordyke specializes in identifying opportunities to increase value in healthcare systems and communicating evidence to demonstrate that value to multiple stakeholders. He utilizes rigorous scientific methodology, commercial strategy, business development, and leadership to craft innovative solutions for today's complex market access challenges.

Before joining BlueRidge, Dr. Nordyke worked as a principal, advisor, and vice president at a variety of manufacturers, health policy associations, and product value strategy consultancies, founding or leading their health economics and access strategy groups. He has successfully integrated health economic principles with expertise in pricing, payer marketing, and commercialization to deliver tailored solutions to clients' development and commercialization programs.

Dr. Nordyke has authored or co-authored numerous papers in the peer reviewed literature on health economics, policy, and value assessment topics. In addition, he has served as a lecturer at the USC Sol Price School of Public Policy and as an adjunct professor at the UCLA Fielding School of Public Health.

EDUCATION AND DEGREES EARNED

- 2000 Ph.D., Public Policy Analysis
RAND School of Public Policy, Santa Monica, CA
- 1987 M.S., Engineering
University of Texas, Austin, TX
- 1986 B.S., Mechanical Engineering
Rose-Hulman Institute of Technology, Terre Haute, IN

SELECTED PUBLICATIONS

- Nordyke RJ**, Motyka J, Patterson JA. 2025. The association of 340B program drug margins with covered entity characteristics. *Inquiry* 62(Jan-Dec):469580251324051; doi: 10.1177/00469580251234051. PMID: 40123227.
- Nordyke RJ**, Patterson JA, Motyka J, March B, Kirson NY, Long G. 2025. The impact of the Inflation Reduction Act's drug price negotiation program on incentives for clinical development of new drugs. *Value Health*; doi: 10.1016/j.jval.2025.08.011. Online ahead of print Sept. 1, 2025. PMID: 40902797.
- Patterson JA, Motyka J, Salih R, **Nordyke RJ**, O'Brien JM, Campbell JD. 2025. Subsequent indications in oncology drugs: Pathways, timelines, and the Inflation Reduction Act. *Ther Innov Regul Sci* 59(1):102-111; doi: 10.1007/s43441-024-00706-6. PMID: 39369117.
- Shafrin J, Wang S, Sharma K, Spurrier K, **Nordyke RJ**. 2025. Will the Institute for Clinical and Economic Review's shared savings approach decrease value-based prices most for the most severe diseases? *Value Health* 28(1):25-30; doi: 10.1016/j.val.2024.09.002. PMID: 39357669.
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- Wagner TD, Westrich KD, **Nordyke RJ**, Campbell JD. 2024. Inflation-adjusted analysis of ICER's Unsupported Price Increase reports: Contextualizing drug spending changes. *J Med Econ* 27(1):1537-1541; doi: 10.1080/13696998.2024.2428109. PMID: 39626873.
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- Woo K, Fuld R, Grandinetti A, Lawson J, Litchfield T, Ohan M, Peipert JD, Rivara MB, **Nordyke RJ**. 2022. Patient-reported outcomes in hemodialysis vascular access: A call to action. *J Vasc Access* 23(6):973-980; doi: 10.1177/11297298211018295. PMID: 34032166.
- Mayne TJ, **Nordyke RJ**, Schold JD, Weir MR, Mohan S. 2021. Defining a minimal clinically meaningful difference in 12-month estimated glomerular filtration rate for clinical trials in deceased donor kidney transplantation. *Clin Transplant* 35(7):e14326; doi: 10.1111/ctr.14326. PMID: 33896052.
- Busse LW, Nicholson G, **Nordyke RJ**, Lee C-H, Zeng F, Albertson TE. 2020. Angiotensin II for the treatment of distributive shock in the intensive care unit: A US cost-effectiveness analysis. *Intl J Tech Assess Health Care* 36(2):145-151; doi: 10.1017/S0266462320000082. PMID: 32114996.

- Flythe JE, Hilliard TS, Ikeler K, Keller S, Gipson DS, Grandinetti AC, **Nordyke RJ**, Perrone RD, et al. 2020. Toward patient-centered innovation: A conceptual framework for patient-reported outcome measures for transformative kidney replacement devices. *Clin J Am Soc Nephrol* 15(10):1522-1530; doi: 10.2215/CJN.00110120. PMID: 32276947.
- Halbert RJ, **Nordyke RJ**, Nicholson G, Pilgrim A, Niklason L. 2020. Patency of ePTFE arteriovenous graft placements in hemodialysis patients: Systematic literature review and meta-analysis. *Kidney360* 1(12):1437-1446; doi: 10.34067/KID.0003502020. PMID: 35372887.
- Nordyke RJ**, Nicholson G, Gage SM, Lithgow T, Himmelfarb J, Rivara MB, Hays RD, Woo K, Peipert JD. 2020. Vascular access-specific health-related quality of life impacts among hemodialysis patients: Qualitative development of the hemodialysis access-related quality of life (HARQ) instrument. *BMC Nephrol* 14;21(1):16; doi: 10.1186/s12882-020-1683-5. PMID: 31937249.
- Su J, Bylsma LC, Jiang X, Arias JM, Jain N, **Nordyke RJ**. 2020. Healthcare resource utilization among commercially insured patients with cold agglutinin disease in the US. *J Med Econ* 23(8):902-907; doi: 10.1080/13696998.2020.1764006. PMID: 32362156.
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- Nordyke RJ**, Reichert H, Bylsma LC, Jackson JJ, Gage SM, Fryzek J, Roy-Chaudhury P, Lithgow T. 2019. Costs attributable to arteriovenous fistula and arteriovenous graft placements in hemodialysis patients with Medicare coverage. *Am J Nephrol* 50(4):320-328; doi: 10.1159/000502507. PMID: 31434095.
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- Nordstrom BL, Weixiu L, Fraeman KH, Whyte JL, **Nordyke RJ**. 2008. Use of erythropoiesis-stimulating agents among chemotherapy patients with hemoglobin exceeding 12 grams per deciliter. *J Manag Care Pharm* 14(9):858-69; doi: 10.18553/jmcp.2008.14.9.858. PMID: 19006442.
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