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PROFESSIONAL PROFILE

Dr. Bob Nordyke is a 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

- Flume PA, **Nordyke RJ**, Han D, Jha A, Nicholson G, Peipert JD. 2026. Patient-reported outcome measures developed for non-cystic fibrosis bronchiectasis may be applied to cystic fibrosis bronchiectasis. *Health Qual Life Outcomes*; doi: 10.1186/s12955-026-02546-4. Online ahead of print May 13. PMID: 42129785.
- 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.
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- 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.
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- Davison NJ, Guthrie NL, Medland S, Lupinacci P, **Nordyke RJ**, Berman MA. 2024. Cost-effectiveness analysis of a prescription digital therapeutic in Type 2 diabetes. *Adv Ther* 41(2):806-825; doi: 10.1007/s12325-023-02752-2. PMID: 38170435.
- 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.
- Cooper M, Schnitzler M, Nilubol C, Wang W, Wu Z, **Nordyke RJ**. 2022. Costs in the year following deceased donor kidney transplantation: Relationships with renal function and graft failure. *Transpl Int*. 35(May):10422. doi: 10.3389/ti.2022.10422. PMID: 35692736.
- Schold JD, **Nordyke RJ**, Wu Z, Corvino F, Wang W, Mohan S. 2022. Clinical events and renal function in the first year predict long-term kidney transplant survival. *Kidney360* 3(4):714-727; doi: 10.34067/KID.0007342021. PMID: 35721618.
- 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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- Hill JW, Cong Z, Hess G, McGarvey N, **Nordyke RJ**. 2012. Hemoglobin decline in chemotherapy patients prior to and after policy changes affecting use of erythropoiesis-stimulating agents: 2006-2009. *J Int Med Res* 40(4):1532-45; doi: 10.1177/147323001204000433. PMID: 22971506.
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- Lau EC, Mowat FS, Kelsh MA, Legg JC, Engel-Nitz NM, Watson HN, Collins HN, **Nordyke RJ**, et al. 2011. Use of electronic medical records (EMR) for oncology outcomes research: Assessing the comparability of EMR information to patient registry and health claims data. *Clin Epidemiol* 3(1):259-272; doi: 10.2147/CLEP.S23690. PMID: 22135501.
- Hess G, **Nordyke RJ**, Hill J, Hulnick S. 2010. Effect of reimbursement changes on erythropoiesis-stimulating agent utilization and transfusions. *Am J Hematol* 85(11):838-43; doi: 10.1002/ajh.21837. PMID: 20976794.
- Paramore LC, Hunter CA, Luce BR, **Nordyke RJ**, Halbert RJ. 2010. Value of biologic therapy: A forecasting model in three disease areas. *Curr Med Res Opin* 26(1):41-51; doi: 10.1185/03007990903320030. PMID: 19895366.

Dean BB, Lam J, Natoli JL, Butler Q, Aguilar D, **Nordyke RJ**. 2009. Review: Use of electronic medical records for health outcomes research: A literature review. *Med Care Res Rev* 66(6):611-38; doi: 10.1177/1077558709332440. PMID: 19279318.

Nordyke RJ, Chang CH, Chiou CF, Wallace JF, Yao B, Schwartzberg LS. 2006. Validation of a patient satisfaction questionnaire for anemia treatment, the PSQ-An. *Health Qual Life Outcomes* 4(May3):28; doi: 10.1186/1477-7525-4-28. PMID: 16672069.

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Tinkelman DG, Price DB, **Nordyke RJ**, Halbert, RJ. 2006. Misdiagnosis of COPD and asthma in primary care patients aged 40 and over. *J Asthma*. 43(1):75-80; doi: 10.1080/02770900500448738. PMID: 16448970.

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Nordyke RJ. 2002. Determinants of PHC productivity and resource utilization: A comparison of public and private physicians in Macedonia. *Health Pol* 60(1):67-96; doi: 10.1016/s0168-8510(01)00192-0. PMID: 11879946.

Nordyke RJ, Peabody JW. 2002. Market reforms and public incentives: Finding a balance in the Republic of Macedonia. *Soc Sci Med* 54(6):939-53; doi: 10.1016/s0277-9536(01)00067-3. PMID: 11996027.

SELECTED PRESENTATIONS/ABSTRACTS

Nordyke RJ. Panel Moderator: Can new approaches to estimating dynamic efficiency help to maintain both access and innovation in pharmaceutical markets? ISPOR 2026, Philadelphia, PA, May 19, 2026.

Nordyke RJ, Cyr P, Jensen I. Gene therapy development programs are both growing and evolving in the face of commercial headwinds. Poster Session 3/No. HPR71, ISPOR 2026, Philadelphia, PA, May 19, 2026.

Nordyke RJ, Jensen I, Hooda N, Miller B. Rising levels of innovation in expedited designations among FDA-approved drugs: 2012-2024. Poster Session 2/No. HPR63, ISPOR 2026, Philadelphia, PA, May 18, 2026.